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NINE PERCENT INCREASE IS SHOWN OVER 1924

Research Bureau Figures Say All
Sections Improve
But One

BIG MIDDLE STATES GAIN

May Record 23 Percent Better Than
Year Ago—Northwest Conditions
Are Better

HARTFORD, CONN., June 24.—Sales of ordinary life insurance in the United States in May amounted to \$732,952,000, according to figures just issued by the Life Insurance Sales Research Bureau. This is an increase of 16 percent above the figures of sales in May, 1924. It is also the second highest month on record. This is the third consecutive month in which sales have been higher than the previous month and in which they have broken all records except December, 1924.

All But One Show Increase

Of the nine geographical sections into which the country is divided all but one, the mountain section, showed an increase in sales in May this year over the sales in May of last year. The lowest increase was made by the Pacific states with a gain of 9 percent; the highest by the middle Atlantic states with a gain of 23 percent over May a year ago. Sales in the south and in the northwestern grain-growing states were very much ahead of last year. The bureau's figures are based upon reports of 81 companies which do 88 percent of the life insurance business in the United States.

Nine Percent for Country

Figures for the first five months of 1925 compared with the first five months of 1924 show an increase of 9 percent for the country as a whole over last year. Every section of the country shared in this increase. This shows the increased buying power of the country and the greater appreciation of the needs and uses of life insurance. For the year to date, the greatest increases have been made in Florida where sales are running 32 percent above the same period last year, and in North Dakota where the gain for the first five months has been 38 percent. This latter gain has been due principally to the bad conditions which prevailed in this state last year and which caused life insurance sales to be quite low.

Figures for the twelve months ended May 31, 1925, show that the sales in this period were 7 percent greater than in the preceding twelve month period.

Sales of ordinary life insurance in Canada were 3 percent greater in May this year than in May of last year. There was a considerable variation in the records of the different provinces. Manitoba, Newfoundland and Alberta showed the best record. The actual volume of sales based on reports of com-

SIX CLAIMS RECEIVED

TRIBUNE POLICY IS PROVEN

Federal Life Called Upon to Pay \$45,-
000 As Result of Lackawanna
Wreck

Six of the 49 passengers that were killed in the wreck of the Lackawanna railroad near Dover, N. J., last week, were insured under the Chicago "Tribune" newspaper policy in the Federal Life for a death benefit of \$7,500. The North American Accident, which carries the newspaper contract for the Chicago "Herald-Examiner," has paid one death claim and has received notice of another, although the last claim was not under a newspaper policy, but under a monthly premium policy 15 years old.

The wrecked train was occupied mostly by Chicago people, as it was an excursion train carrying a large group planning to sail for Europe on the same ship. This is the first test of how generally the Chicago "Tribune" policy is held. It is sold to readers of the "Tribune" for only \$1 and close to a half million of them were written by the Federal Life. The six claims will result in the payment of \$45,000 on the part of the Federal Life. This will not involve the catastrophe reinsurance placed with London Lloyds, as under the agreement with that concern the Federal carries the first \$50,000 in any one accident.

It is hardly possible that a wreck of any proportions involving a number of Chicago people could occur without someone of the Federal Life policyholders being killed. Officials of the Federal Life report that happenings of this kind were to be expected under the "Tribune" policy, and compared with the entire volume, that there is not much of a shock in this accident. Claims are being paid as rapidly as claim papers are reached.

Street Railway Group Case

The Cleveland Railway Co., Cleveland, O., has insured its 5,000 employees on the group plan in the Travelers. All platform men, inspectors, shop men and salaried men are included, the only provision being that their term of employment by the company should be at least six months.

Those who have been with the company from six months to a year are to receive \$750 insurance and those from one to two years, \$1,000. After two years the face of the policies increase \$100 per year of service until they reach a maximum of \$2,000. The policies are payable at death or in case of total disability.

panies doing 83 percent of the Canadian business is \$34,377,000, or well over \$1,000,000 of business every day.

The records for the first five months of this year, compared to the first five months of last, show that the average gain for this period has been 2 percent. Most of the provinces have shared in this gain. Newfoundland leads all the provinces in the year-to-date gain with an increase of 48 percent over the same period last year.

DEATH RATE WAS LOW

CREDIT TO HEALTH SERVICE

Is Making Great Strides in Control and
Prevention of Various Diseases
Throughout Country

NEWARK, N. J., June 24.—The last week in May, the death rate in 65 of the larger cities was only 12.8 per 1,000. For this, as well as the fact that the United States is one of the healthiest countries in the world, Frederick L. Hoffman, consulting statistician of the Prudential, says the credit is due largely to our national public health service.

Dr. Hoffman's encomium concludes a brief review of the recent report of Surgeon General Cummings, covering the operations of the service in 1924. Through these operations, with the able assistance of local and other health agencies, he says the country not only extended control over certain hitherto highly destructive diseases, but maintained the health standards which in the last 25 years have considerably lengthened the average span of life.

Increase in Average Life

"Attention," he remarks, "is directed to the truly amazing increase in the average length of human life, which, in the 16th century, was estimated at from 19 to 20 years, but which at the present time probably is not much less than 56 years. There has been an increase of approximately 15 years since 1870, an increase which, however, was not the result solely of sanitary education, but was due also to the improvement in economic and industrial conditions.

"The prevailing death rate, as reported weekly by the division of vital statistics, census bureau, is approximately 12 per 1,000, which is about one-half the rate prevailing only a quarter century ago."

After referring in detail to the numerous activities of the public health service, Dr. Hoffman declares few of its current achievements are of greater importance than the establishment of malaria control. "Life insurance companies," he comments, "no longer look with apprehension upon the south as an area for business operations."

Quarantine Service Valuable

Dr. Hoffman pays further tribute to the service for its work in cancer investigation, in which he has been deeply interested for years, and the prevention of goiter, in which, he adds, considerable progress has been shown. But he especially applauds the results of the quarantine service in keeping the country free of diseases that might have slipped in from abroad to cause considerable suffering as well as loss of life.

Led in Group Sales

Jack Coogan (not the boy film star), Kansas City, Mo., group representative of the Aetna Life, led the field in the volume of group life written in May. Mr. Coogan won the company's brown derby for March, which in group department language meant last place in production for the 30-day period. His determination to rid himself of the unwelcome gear led him to conclude that Kansas City is not such a bad place for group sales after all.

WANTS BOOTLEGGER PUT OUT OF BUSINESS

Winslow Russell Applies the Term
to Some Agents in Selling
Insurance

HANDICAPS SERVICE MEN

Takes the Position That Legitimate
Salesmen Should Not be Forced to
Compete With the Hangers on

PORTSMOUTH, N. H., June 24.—At the annual meeting of New England Association of Insurance Agents, the local fire people, Vice-President Winslow Russell of the Phoenix Mutual Life made an address on "Can the Bootlegger be Eliminated?" He defined bootleg-



WINSLOW RUSSELL
Vice-President Phoenix Mutual Life

ging as "a means of securing an income without anything of service, and fraught with danger either to giver or taker." Mr. Russell said in part:

A young man seeking a living in a business he believes worthy of his entire time recently approached a prospect who was building a home, seeking his fire insurance. The owner of the home advised him that the local banker in town had informed him that he could loan him more of the bank's money if he would give him his fire insurance than if his home was insured elsewhere, and upon that basis the banker secured the business. In principle that kind of a loan is dangerous to the bank, and the borrower is unlikely to get a real insurance service.

Agent Had Not Been Diligent

In the same town a large factory was found to be covered for \$400,000 fire insurance. The policies contained a 90

(CONTINUED ON PAGE 16)

POINTS OUT DANGERS OF NON-MEDICAL PLAN

President J. C. Maginnis, of the Eureka-Maryland Assurance, Sees Many Pitfalls

MORTALITY WILL BE MORE

Says Ten Percent of Cases Recommended by the Agents Have to Be Rejected

The Eureka-Maryland Assurance of Baltimore is one of the companies that does not believe in writing ordinary insurance on the non-medical plan. The company has used the non-medical plan in its industrial business and states that the mortality rate submitted on that basis is higher than the medically examined cases. Here is what President J. C. Maginnis says:

"The evidence submitted in favor of non-medical selection, with regard to ordinary insurance, is not convincing to the officials of this company.

"Companies having a wide distribution of their risks and an abundant surplus may experiment with the non-medical business, but we are of the opinion that companies of our type cannot afford to experiment with any doubtful proposition.

Ten Percent Rejected

"There are many arguments in favor of non-medical selection and there are just as many against it. There is one point which does not appear to have been stressed by either side in this controversy, and that is the fact, that life insurance records for many years show an average of one-tenth rejection of the business written by high-class agents—business recommended by them in every respect, nevertheless, rejected for medical reasons.

Will Have Mortality Increase

"If, therefore, one-tenth of the business selected by the average agent represents physical impairments beyond the ken of the layman, or detectable only upon a thorough medical examination, it is obvious that companies throwing down the bars of selection must be prepared to meet this tremendous increase in their mortality.

"There are qualifying factors in this point, but the fact remains that the mortality will be higher with the non-medical selection than it would be where selection is made through a proper medical examination. In any event, we propose awaiting better evidence and more concrete facts relative to its advisability before waiving medical examination for any amounts in the ordinary class.

Adopt Plan in Industrial

"With the industrial, however, we are probably the last of the industrial companies to require medical examination on infantile risks and on the usual adult risks for a certain amount.

"The circular sent out practically coincides with the plans in use for several years by some of the other industrial companies. This plan is adopted, not so much because we consider it desirable, but because we are forced to meet a situation developed in the industrial field by practically all of the other companies.

Higher Mortality

"The mortality rate on business submitted by the agency force (non-medical), so far as our records are concerned, indicates a higher ratio than the medically examined cases.

"The difference, however, is not so manifest in the industrial as we believe

MAY DEMAND POLICIES

IMPORTANT RULING IS MADE

Court Decides That Trustee in Bankruptcy May Realize Surrender Value for Creditors

ASHEVILLE, N. C., June 24.—The United States circuit court of appeals has handed down an opinion that insurance policies of a bankrupt may be taken by a trustee in bankruptcy to realize the cash surrender value of the policies for the benefit of creditors, even though the beneficiary may be the wife of the bankrupt. This opinion affirms the decision of the federal district court for western North Carolina in the case of W. S. Whiting, bankrupt petitioner, vs. Mark Squires, trustee in bankruptcy of the estate of W. S. Whiting. It was held that under the constitution and laws of North Carolina, the policies were not exempt from the debts of the bankrupt by reason of the fact that the beneficiary was his wife.

Takes Entire Value

Of the ten policies held by the bankrupt, aggregating \$72,000, the estate was named beneficiary in five, and his wife in the other five. Four months before bankruptcy his wife was made beneficiary in all policies. The district court held that the entire cash surrender value amounting to \$18,450 should go to the creditors of the bankrupt.

it will be in the ordinary because many medical men have given scant consideration to the examination of industrial cases in view of the very small fee attached to each case, and in view of the fact that companies merely require a superficial examination rather than a thorough examination.

Responsibility Put on Doctor

"Again, the industrial agent felt that the responsibility of selection was up to the doctor rather than the agent, and, therefore, did not exert himself in making collateral inquiries as to the moral or physical fitness of the applicant.

"With this new concession we are shifting a tremendous responsibility back upon the shoulders of our agency force. Upon the superintendent, assistant superintendent, and the agent, will devolve the duty of maintaining a favorable mortality loss. They will be obliged to exercise a caution far beyond that previously exercised. In fact, the expediency of the new scheme, its practicability, and its success, depend entirely upon the care, the vigilance, and the thoroughness with which the field force assumes this new burden.

Agents Must Get Information

"We are, therefore, charging superintendents, the assistants, and the agents, to exercise the utmost care in ascertaining information concerning the family history, the personal history, the personal physical condition, the height and weight, whether or not the weight has changed much recently; the habits, the occupation, the residence, and, of course, the age, plan, and amount of insurance, and the financial ability of the applicant to meet the premium, or carry the amount involved.

Must List Doubtful Factors

"These factors are vital to the practiced eye of the company's representative before he is in a position to recommend the risk intelligently. If there are any doubtful factors in the case be careful to enumerate them so that the medical department at the home office may assist the field representative in arriving at a decision. If this scrutiny is observed we have no doubt that the increased volume of insurance, the increased premium, and the facilitation of issue will, in a great measure, offset the possible increase in mortality."

BREAKS ALL RECORDS

RESULTS OF AETNA'S JUBILEE

In Three-Month Drive Agency Force Surpassed Production of Latter Half of Preceding Year

HARTFORD, CONN., June 25.—The Aetna Life announces that the new paid-for business obtained in March, April and May, its Diamond Jubilee, has exceeded all previous records in the company's history of 75 years. The total amount of new paid-for life insurance, group and wholesale life, and accident and health was \$191,026,440, or a substantial margin in excess of the quota of \$183,687,614 established early in February when Vice-President Kendrick A. Luther announced his plans for the Diamond Jubilee.

Reviewing the totals, Vice-President Luther said he thought the Jubilee was "the biggest proposition ever put over by a life insurance organization in the history of the business."

Was Biggest Proposition

"In fixing the quotas," he said, "we made the computation on the basis of the last six months of 1924 plus a substantial addition. We knew the figure was not excessive, yet we realized that real work was necessary if it were to be reached. The field has acquitted itself magnificently. It has done in three months what it took six months to accomplish last year. For this reason I do not feel it is exaggerating to say that our jubilee was the biggest proposition ever put over by a life insurance organization."

Immediately after the final tabulations were available, President Morgan B. Brainard sent the following telegram to each of the general agents:

"The company is over the top for the Diamond Jubilee 75th anniversary. The figures are astounding, and I believe this company has successfully completed the biggest job ever undertaken in its history. May I at this time extend sincere congratulations and thanks to you and through you to your entire organization for these wonderful results. I believe the beneficial outcome of this campaign which was attained only through your wholehearted cooperation will long be felt. May each and every one of you receive your share."

A closer examination of the jubilee results shows May tops all previous records, the total of new business for the 31 days being \$54,119,996, or an increase of more than \$16,000,000 over the largest preceding month. Comparing the first five months of 1925 with the corresponding period of 1924, the new paid-for business represents an increase of 36.58 percent.

Hartford Life Wins Suit

The Hartford Life was successful in the first stage of its suit against the United States Security Trust Company and four certificate holders when the court overruled the demurrer of the trust company to the suit and held that the procedure of the Hartford Life to obtain an adjudication by which to be guided in the handling of the women's division of the safety fund, held in trust by the trust company, was in accurate conformity with the procedure adopted in the famous Dresser case, which dealt with the distribution of the men's division of the safety fund.

The court action was recommended by the insurance commissioner and deals with the women's division of the safety fund, the financial limit of which is \$250,000 and the book value of which is \$125,473. The Hartford Life asks that the fund be distributed in accordance with the decision in the Dresser case covering the distribution of the safety funds in the men's division and that it should be distributed when the insurance in force reaches the amount in the safety fund at the time of reduction to such figure.

OFFICE MANAGEMENT MEETING IN CHICAGO

Tentative Program Is Outlined for 1925 Session, to Be Held Oct. 1-3

WAS FORMED LAST YEAR

Now Has Large and Enthusiastic Membership Among Life Companies—F. B. Mead Is President

The Life Office Management Association will hold its 1925 conference at the Edgewater Beach hotel, Chicago, Oct. 1-3. Although this association is less than one year old, it has a large and enthusiastic membership of 113 of the leading companies in the United States and Canada. Franklin B. Mead of the Lincoln National Life is president; Charles J. Timan, John Hancock Mutual, vice-president; Frank L. Rowland, Lincoln National, secretary; L. C. Ashton, Provident Mutual, treasurer. The directors are Dr. Henry W. Cook, Northwestern National; Percy C. H. Papp, Mutual Benefit; H. P. Leak, Jefferson Standard, and J. G. Parker, Imperial Life of Canada.

The program for the coming convention, as announced by President Mead, is as follows:

Oct. 1, Thursday Morning

8:30 to 10—Registration and "get acquainted" meeting.

10—Conference called to order by President Franklin B. Mead, secretary and actuary Lincoln National Life.

Presidential address, "Home Office Methods of Handling Lapses and Reinstatements."

11—Training of Home Office Clerical Workers, R. F. Rust, secretary Union Central Life.

12—Appointment of nominating committee by president, and general convention notices.

12:15—Luncheon (No formal arrangements).

Thursday Afternoon

1:45 to 3—Round table conference, as follows:

Room A—Classification of home office accounts to permit operating control. Chairman, James Scott, comptroller Missouri State Life.

Discussion led by J. Charles Seitz, secretary Security Life, Chicago.

Room B—Life insurance branch clerical operations. Chairman, C. R. Dent, secretary Confederation Life Association. Discussion leaders to be announced.

3 to 4:30:

Room C—Welfare activities. Chairman, H. F. Larkin, secretary, Connecticut Mutual Life.

Discussion led by Charles E. Johnston, assistant secretary, Phoenix Mutual Life.

Room D—Operation of home office printing department. Chairman, L. D. Cavanaugh, vice-president and actuary, Federal Life.

Discussion led by George A. Drien, assistant secretary, Connecticut General Life; E. A. Denny, assistant secretary, and assistant treasurer, State Mutual Life.

4:30—Adjournment.

Thursday Evening

Informal banquet, Edgewater Beach Hotel. (Speaker to be selected.)

Oct. 2, Friday Morning

9—Conference convenes in assembly room, Edgewater Beach. (Chairman to be selected.)

Application of Office Machinery to Home Office Operations. Henry Holt, assistant actuary, National Life of Vermont.

10—Home Office Organization. L. C. Ashton, secretary, Provident Mutual Life.

11—Operation of the New Business Department. Dr. J. P. Hutchinson, secretary

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HALEY FISKE SPEAKS AT LIGHT CONVENTION

Tells Interest of Insurance Companies in Their Problems

METROPOLITAN'S LEAFLET

Calls Policyholders' Attention to the Fact That They Are Capitalists Through Invested Reserves

SAN FRANCISCO, CAL., June 24.—President Haley Fiske of the Metropolitan Life addressed the light and power convention here last week, pointing out some of the close relations between life insurance companies and business in general, especially public utilities. He showed the favor with which life insurance companies regard investments in light and power companies, and read a leaflet the Metropolitan Life is sending out with its premium notices, calling attention to the dangers of government control of light and power companies. In this connection, Mr. Fiske said:

Interested Through Investments

"The concern of life insurance companies in your prosperity relates to investments, to labor problems and to the living conditions of the people served by your business and ours. I had the honor three years ago of addressing you on the first subject and am rejoiced to find the increasing favor with which your business is regarded by the investing companies and by your customers. You may remember that it was then pointed out that as the assets of mutual life insurance companies—and probably 75 percent of the life insurance of the country is in mutual insurance—belong to the policyholders, these holders are capitalists and have a direct financial interest in your business and therefore a direct interest in the fair treatment of you by public authorities. Many millions of copies of what I said have been distributed since and not over a score of protests have been received from policyholders.

Copy of Leaflet

"The following is a copy of a leaflet which the Metropolitan is sending out with renewal notices to policyholders in the ordinary department, which is similar to what I have just described as having been distributed during the last three years:

"The Metropolitan has in force 32,500,000 policies, insuring over 22,000,000 individual lives—nearly one-fifth of the population of the United States and Canada. Its assets of over \$1,620,000,000 belong to its policyholders. This huge sum of money is their savings, held for their protection.

"You, the policyholders in the Metropolitan and in the other insurance companies are the real governing body in this republic because you elect legislatures and executives. You are the foundation of political power. You have the right to fair treatment on the part of supervising and regulating officials. The Metropolitan owns over \$75,000,000 of the securities of electric light and power companies. When one of these companies is unfairly treated, it is the people of the community, the voters and their dependents who suffer. It is their savings that are depleted.

Does Not Speculate

"Your life insurance company does not speculate. It makes investments to keep. There can be no doubt that light and power distribution is a most important element in our life, in the community, in the neighborhood, in the household. The life insurance company has the right to insist upon honest, wise, prudent administration on the part of the companies; to demand that there

WHO WILL GET POST?

INTEREST AS TO PRESIDENCY

Speculation Raised as to Who Will Be Elected Head of Insurance Commissioners Convention

In view of the fact that Insurance Commissioner Sam W. McCulloch of Pennsylvania, who is vice-president of the Insurance Commissioners Convention, states that he will not be a candidate for election to the presidency, there is considerable speculation as to who will be moved up. Bruce Bullion of Arkansas would be the natural man, as he was second vice-president, but he has retired from office. W. N. Van Camp of South Dakota, chairman of the executive committee of the convention, was slated to ascend the ladder but he also is out of office. There are three commissioners now being talked about for the presidency, they being Judge Harry L. Conn of Ohio, Stacey W. Wade of North Carolina and W. R. C. Kendrick of Iowa, all three excellent material in every way.

shall be no exploitation of population or investors, that the customers shall be fairly and generously treated and that the public utility shall be fairly and honestly regulated.

"It must be recognized that not corporate abstractions but the American people are the owners of the bond capital of the companies. Every policyholder is ipso facto a capitalist, and an attack upon capital investments is an attack upon the wage-earners of the country. It is the working people who suffer first when there is lack of service afforded by public utility corporations, because it is they who are chiefly dependent upon such service. It is their capital invested through banks and insurance companies which develops this service for the people. It is the poor and the people of moderate means whose aggregate savings are invested in these enterprises.

Watch Government Ownership

"Plans for municipal, state or federal ownership of public utilities often sound well as presented by their advocates. But before assenting to them every policyholder should examine them carefully, asking himself how political ownership can possibly give him results to compare with those attained through private ownership. Your life insurance company has invested in the building of highways, school and in fact all community development. You should be proud of your participation in the financial and social progress of your country.

"The ownership of the electric light and power companies is now in the hands of more than 2,000,000 direct investors in public utility stocks, and indirectly in the hands of millions more of bank depositors and holders of life insurance policies through their ownership of public utility bonds. This is people's ownership under public regulation and as such should be defended against assault from those who would wantonly destroy public utility investment values."

"It is encouraging to learn that the distribution of the stock of your companies has been extended and that 1,000,000 of your 12,000,000 customers now own stock to the amount of \$250,000,000. There is no way in which the investment reports of insurance companies can be analyzed to show the amount of light and power bonds, but investments in public utility securities have nearly doubled in the last three years and now amount, in 41 companies representing 82 percent of the total assets of all the companies, to \$485,826,000, and there is no doubt that your business is represented there to a large extent, because there is one kind of public utility securities which has become less attractive."

Only One Life Bill

The only bill affecting life insurance passed in Illinois during the legislative session just ended was one applying to life insurance companies organized under the laws of any foreign government.

MILLION FOR HOSPITAL

SEATTLE DRIVE COMPLETED

Life Underwriters Celebrate Success of Endowment Campaign and Elect New Officers

SEATTLE, WASH., June 24.—Announcement that \$1,046,184 had been raised for the Children's Orthopedic Hospital and election of officers for the new year marked the annual dinner of the Seattle Life Underwriters, held on the liner President Grant. This figure exceeds any similar endowment fund ever raised in this country by endowment insurance, Jay E. Williams, retiring president, announced.

Officers of the association elected at the meeting were as follows: George L. Buck, president; Harry M. Walthew and John W. Prinz, vice-presidents; Charles E. Cole, treasurer, and Kenneth White, secretary.

Wrote \$900,000 Endowment Insurance

The association honored W. Dwight Mead, general chairman of the hospital endowment fund, by presenting him a gold plaque representing a life membership in the Seattle association. The presentation of the plaque was made last week by Jay E. Williams, as Mr. Mead was leaving for California. Official figures showed that \$900,000 of the hospital fund was raised by new endowment insurance on the 20-year plan; \$125,000 was received in written bequests, and \$22,500 in cash was collected. The campaign brought more publicity to the institution of life insurance than was ever received before in this city.

Awards of Merit Presented

"Awards of merit were presented by D. E. Skinner, sponsor of the endowment campaign, as follows: William M. Elliott, largest amount of insurance already in force and now assigned to the hospital; Bradley T. Fowlkes, largest amount of cash subscriptions; Jules L. Charboneau, largest number of applications; Ed Guernsey, next largest number of applications; Miss Gertrude Knudson, second greatest volume of new endowment insurance.

A large loving cup was presented to the city agency of the Northern Life for writing the largest number of applications and the New York Life won a similar award for writing the largest volume of endowment insurance.

Farm Loan Agents Meet

A convention of farm loan agents for the Northwestern Mutual Life was held at the home office in Milwaukee last week. About 25 agents from all sections of the country attended. The convention opened with an address of welcome by W. D. Van Dyke, president of the company. On the roll call each agent made a brief report on the conditions of the farm loan business in his territory. Following were some of the topics discussed: "How to Get Business," led by Henry Rothschild; "Financial Responsibility and Character of the Applicant," A. S. Ambler; "Effect of Noxious Weeds on Land Values," F. D. Henderson; "Basis of Present Valuations as Compared with Former Years," W. E. Hoag; "Duty of Loan Agent After Loan is Consummated," Eugene B. Favre; "Competition with Federal Joint Stock Land Bank Loans," Frank L. Lyman; "Suggestions from Law Department," A. G. Miller.

Group Policy for Carnegie Tech

The Missouri State Life, through its Pittsburgh, Pa., branch office has just closed a group insurance policy on the faculty and employees of the Carnegie Institute of Technology. Under the group policy 200 persons will receive insurance protection, the total insurance approximating \$175,000.

SPRING CONFERENCE OF RESEARCH BUREAU

Successful Meeting at Hartford Consists Entirely of Open Discussion

VISIT HARTFORD OFFICES

Suggestion Is Made That Men Be Put in Charge of Conservation in Every Home Office

HARTFORD, CONN., June 24.—One hundred and fifteen life insurance agency executives gathered in Hartford, June 17-19 to attend the third spring conference of the Life Insurance Sales Research Bureau of that city. The unanimous opinion of those executives was that the sessions produced more concrete material than had ever previously been available to the agency officials of the United States and Canada.

Offices Opened to Visitors

The five Hartford life companies, the Aetna, the Connecticut General, the Connecticut Mutual, the Phoenix Mutual and the Travelers, announced, in advance, through the Bureau that they would throw open their offices to any of the visiting officials who cared to discuss specific matters with company executives or who desired to be shown through their buildings. As a result of this, the visitors began arriving on Tuesday, and all day Wednesday a considerable number visited the various local companies.

At the opening session Thursday morning with John Marshall Holcombe Jr., manager of the bureau, acted as chairman. He first called upon two of the Hartford agency officials to express the welcome to the city on behalf of the local companies. These men were Vice President K. A. Luther of the Aetna, who is a member of the Bureau's executive committee, and Supt. of Agents H. H. Armstrong of the Travelers, who is a member of the executive committee of the Agency Officers Association.

Program Previously Outlined

Many weeks ago, the Bureau had put in the hands of numerous agency officials an outline of each of the four principal topics which were to be discussed. These outlines made it possible for each speaker to follow the topic in logical order, and the results of this method were enthusiastically received, both by the speakers themselves and by the audience. The first topic of the meeting was the matter of company conventions for agents. From the outset it was apparent that the meeting was to follow the line previously announced, namely that round table discussion rather than formal papers was to be the keynote. Never before had details been discussed in such an open manner.

Speakers on Conventions

The first speaker on the subject of conventions was George H. Harris, supervisor of field service for the Sun Life of Montreal. He was followed in turn by other agency officials—Frank H. Svkes, vice president of the Fidelity Mutual; A. Gordon Ramsey, supt. of the Canada Life; A. L. Dern, supt. of agencies of the Lincoln Life; Robert P. Withington, agency supervisor of the National of Vermont; W. E. May, vice-president of the Peoria Life, and W. H. Harrison, asst. supt. of agencies of the Connecticut Mutual. The discussion brought out the fact that agency officials are fully aware of the important

Why the Pan-American Life Insurance Company Entered the Accident and Health Field

We knew it would help our Field Organization to increase their Life Insurance production;

We knew it would increase their personal income;

We knew it would increase their scope of service to their clientele.

The men and women composing the Field Organization of the Pan-American are not just "agents" in the ordinary sense of the word, but are instead advisors of insurance as the physician is an advisor of health and the lawyer an advisor of legal rights.

We write both Cancellable and Non-cancellable Accident and Health Insurance and our policy contracts are up-to-date in every respect.

Pan-American service also includes:

Educational Course
Individual Sales Planning
Unexcelled Life Policies
Substandard Policies for Under-average Lives
Child's Educational Endowment
Group Insurance

We have a few general agency openings for men not presently attached.

Address

E. G. Simmons, Vice President and Gen'l Mgr.

PAN-AMERICAN LIFE INSURANCE CO.

NEW ORLEANS, U. S. A.

Crawford H. Ellis, President

This is the second of a series on our service to agents. If you did not see the first and are interested, write us and we will send you a copy.

place which conventions hold in the operation of the sales organization.

Entering New Territory

The afternoon topic was entering new territory, and in this connection the following subdivisions were discussed by the speakers—essential preliminary consideration before entering new territory, visits by home office representatives to the territory, use of paid organizers in opening up new territory, financial basis upon which new managers or general agents are placed by the company, organizing new territory by transferring representatives from other territories, and lastly, the pressure put on by the home office to secure organization work by new general agents or managers.

Officials That Spoke

Speakers on this topic were as follows:—L. M. Bidwell, supt., Ontario-Equitable; Eugene E. Reed, vice president, United Life & Accident; E. J. Harvey, supervisor of agencies, North American of Toronto; James A. Fulton, vice president, Continental of Wilmington; T. D. Blair, asst. agency manager, Pilot Life; W. F. McClood, manager of agencies, Southern States; A. L. Dern, supt. of agencies, Lincoln National; and Walter O'Donohue, secretary of the Jefferson Standard. Although the meeting was primarily designed for the moderate sized companies, there were several questions asked by representatives of the larger companies, and at the conclusion of the discussion the assistant manager of the bureau—H. E. Niles—described in detail some work which the Bureau has been doing in securing figures indicating the relative wealth and prosperity of various sections of the United States. He announced that member companies could secure this material on a county basis in order to cover any agency in which they were interested.

Similar figures will be secured for Canada if they are found to be available.

Should Put Man in Charge

In introducing the topic of conservation the Bureau expressed the opinion that it was of such vital importance to all companies that the responsibility for conservation operations should be centralized in some one individual at the home office. The need for the centering of this responsibility was brought home to the Bureau by the statement, from several companies, that since the Bureau began studying the question, these companies had realized that there were many things being done of a conservation nature which were somewhat disorganized because of not being under the authority of one individual. The chairman of the meeting then introduced H. B. Watson of the Bureau staff who recently wrote the Bureau's elaborate report on conservation, and Mr. Watson gave a general picture of the situation governing conservation principles and methods in the United States and Canada. His study of the situation placed him in a position to give an admirable survey of the present situation. Following his discussion, various officials discussed the matter in some detail, chief among whom were:

Many Officials Spoke

M. A. Linton, vice president of the Provident Mutual; J. W. Simpson, superintendent of agents of the Sun Life; M. G. Fuller, manager of sales promotion of the American Central; Walter T. O'Donohue, secretary of the Jefferson Standard; E. M. Blackie, assistant superintendent of ordinary agencies of the London Life; H. E. Aldrich, vice president of the Equitable of Iowa and Charles Hommeyer, superintendent of agents of the Union Central. This topic stirred up a great deal of enthusiastic discussion centering around the desirability of placing either in the application blank itself, or in the medical application blank, the inquiry whether the insurance which was being applied for was in substitution of insurance in another company. It was found that a considerable number of companies already had this inquiry in their applica-

tion blank and considered it desirable worth while. So impressed were the officials of several other companies with the desirability of including this inquiry in their application blank, that they indicated that they would recommend it on their return to their home offices.

Managers as Organizers

The final session dealt with instructing general agents and managers in the handling of organization work. In introducing the topic, the Bureau stated that it was recognized that many managers had been and still are appointed as managers without any expectation that they will build an agency, but that an increasing number of companies is becoming interested in giving to managers an adequate conception of agency building and of agency management. The topic was divided into the following subheadings—relationship of the home office to the problem of training managers, training given before appointment as manager, training given after appointment as manager and lastly, conference for managers. The speakers who led in the discussion of the topic, were: K. A. Luther, vice president of the Aetna Life; W. E. Webb, vice president of the National Life of Chicago; O. B. Jackson, asst. general sales manager of the Bankers of Iowa; J. A. Whitmore, asst. agency manager of the Phoenix Mutual; A. N. Mitchell, superintendent of the Canada Life; Oliver Thurman, superintendent of agencies of the Mutual Benefit; George C. Capen, asst. supt. of agencies of the Connecticut General; H. H. Armstrong, supt. of agencies of the Travelers and D. J. Bloxham, asst. supt. of agencies of the Travelers. All of the speakers emphasized the fact that the training of the manager was the key problem to success in operating a successful sales organization. They furthermore emphasized the necessity for close contact between the home office and the agency, and the degree to which several companies have developed this contact was a revelation to many of the others.

Managers Conference Discussed

One of the most interesting topics discussed was the handling of conferences for general agents or managers. Many of the companies have been holding conventions for soliciting agents for many years, but only recently have business conferences for the managers become a vital part of their organization. Every company testified to the desirability of such conference.

Distribute Manager's Manual

One of the features of this part of the program was the distribution by the Bureau of Volume III of the Manager's Manual which carries on the work discussed in the previous volumes. Volume III deals, in detail, with the handling of every day affairs of the agency, such as the stimulation of the individual man through personal contact with his manager or the stimulation of the agency as a whole through agency meetings and the like. So enthusiastically was this volume received that about 1,500 copies were ordered on the spot by the agency executives who were present at the time it was distributed. The Bureau also gave out various other reports which had just come from the printer, chief among which was an elaborate discussion of salary deduction insurance and of non-medical insurance in the United States. Both of these reports were eagerly sought for by the officials.

The entertainment features, including golf the first day, and an auto ride and vaudeville entertainment the second day, were evidently enjoyed and appreciated by the visitors.

No Substandard Brokerage

It was recently stated that the Kansas City agency of the Equitable Life of Des Moines is now accepting business through brokers at its Kansas City agency, both on standard and substandard plans. It is accepting business from brokers on the ordinary plan but not on the substandard.



Punch

In the ring it is the man with the punch who wins out. In the business of life insurance selling the man with the punch is usually successful. Given the aid of a company with a punch and his success is assured.

Here is one reason why International Life men are uniformly successful. They represent a company that is "THERE" to use their own language. They know that the International Life is constantly anticipating the needs of their prospective clients and assureds, that it is making up-to-date insurance contracts, and that it is rendering real service to both policyholders and agents.

The spirit, virility, and punch of the organization is contagious, and every worthwhile agent is imbued with this same spirit and this same punch.

There is a place in this company for men who are alive and realize the need of representing a company with a punch.

**Fastest Growing Company
in the Mississippi Valley**

International Life Insurance Co.

St. Louis, Missouri

J. R. PAISLEY, President

W. K. WHITFIELD, Vice President

W. F. GRANTGES, Vice Pres. and Gen'l Mgr. Agents

LIFE ACCIDENT HEALTH

1924 shows a material increase in
**ASSETS, SURPLUS and INSUR-
ANCE IN FORCE.**

Extension in Agency Development in Nebraska, Illinois, Arkansas, Texas, California, Washington, Wyoming, Colorado, Missouri and Kansas, with Home Office appointments as District Managers make it worth while for men who can qualify with clean records for Districts still open in the above territory.

Address in Confidence

THE LIBERTY LIFE INSURANCE COMPANY

Liberty Life Building
TOPEKA, KANSAS

The History of the Liberty Life
Is a Record of Promises Kept.

FOR MINNESOTA

An "old-time" state agency contract with non-forfeiting renewal commissions and some "honest-to-goodness" cooperation now open to a man who can demonstrate ability to do a real job of agency building in that splendid state.

Address—Ralph H. Rice, President

NATIONAL FIDELITY LIFE Insurance Company

Home Office Kansas City, Missouri

Ralph H. Rice, President

Come to the National Life Underwriters Convention in Kansas City

HOME LIFE INSURANCE COMPANY OF AMERICA

Incorporated 1899

PROTECTION FOR THE ENTIRE FAMILY

This Company issues all modern forms of policy contracts from age 3 months next birthday to 60 years.

Industrial policies are in full immediate benefit from date of issue.

Ordinary policies contain a valuable Disability clause and are guaranteed by State Endorsement. **GOOD CONTRACTS FOR LIVE AGENTS**

Executive Offices, No. 506 Walnut Street, Philadelphia, Pa.

BASIL S. WALSH, Pres. JOSEPH L. DURKIN, Secy. JOHN J. GALLAGHER, Treas.

GIVE FINAL PROGRAM

NORTHWESTERN MUTUAL PLAN

Full Details of Convention to Be Held
at Home Office in Milwaukee
July 20-22 Announced

MILWAUKEE, WIS., June 25.—A final draft has been made of the program for the annual convention of the Association of Agents of the Northwestern Mutual Life, to be held at the home office here July 20-22. Russell Thierbach, secretary of the association and a member of the home general agency force, is co-operating with home office officials in the making of plans for the convention.

The program opens Monday, July 20, with the district agents' conference, with E. T. Proctor of Kentucky in charge. The conference will have a special program of its own.

A golf tournament is booked for Monday afternoon. M. A. Carroll of Oshkosh, one of the finest of all insurance golfers, and Henry F. Tyrrell, legislative counsel for the company, are in charge. A tour through the home office with special emphasis on information helpful to agents has been arranged for Monday afternoon, conducted by John P. Davies, educational director. The annual East vs. West baseball game will also be staged Monday afternoon. Orison S. White of Michigan is captain of the eastern team and V. E. Pinkus of Indiana, captain of the western team. The annual dinner of the Marathon club of the company, composed of agents who have written 100 or more lives during the agency year, will be held Monday night. A big get-together dinner for the agents will also be held Monday night. Million dollar producers and honor men will be featured. Clifford L. McMillen, home general agent, and associates, are in charge of the program.

General Sessions Start Tuesday

Formal reception to agents by officers of the company will be held Tuesday morning, with Leo Lucas of Ohio and Ira Blossom of Michigan in charge. President Van Dyke will deliver the address of welcome, with response by Milton L. Woodward of Detroit, president of the association. George E. Copeland, agency superintendent, will present company prizes. Robert R. Reid of Illinois will talk on "Building a Complete Program."

A two-act insurance play will be put on Tuesday afternoon. "Lump Sum Settlements," by C. S. Beck of Ohio is the first talk on the program, following by "Need of Cash for Family Readjustment" by Lawrence T. Winship of Massachusetts and "Income for Wife and Children" by A. C. Duckett of California. E. E. Jewett of Minnesota will talk on "Educational Policies" and Harry Ricker, assistant secretary, will discuss the "Technique of Properly Arranging Programs."

The Tuesday evening session will be turned over to the association dinner at the home office, with Royal S. Goldsberry as toastmaster. Tornow & Doebler of New York will present "The Worst Way to Sell Life Insurance" while Ralph Hamburger of Minneapolis will make presentation of sports prizes. The principal address will be "Junk" by Rev. M. S. Rice, Detroit.

Election of officers takes place Wednesday morning followed by committee reports. "The Life Insurance Agent of 1935" is the subject of a speculation by W. E. Rowley of New Jersey, while Dr. S. S. Huebner of the University of Pennsylvania will talk on "Human Values vs. Property Values."

A luncheon conference at which Normal R. Hill of Pennsylvania will talk on "Loyalty" and M. J. Cleary, vice-president of the company, will discuss "Agent's Responsibility in Connection with Programs and Option Settlements" will conclude the convention.

LIBERALIZES POLICIES

MUTUAL TRUST'S NEW FORM

Company's Rate Book Effective July
Gives Agents Valuable
Equipment

The Mutual Trust Life of Chicago will place a new rate book in the hands of its field men effective July 1 and at the same time will announce a number of new policy forms, a liberalization of its present policies, and broader rates for writing term insurance.

New Convertible Policy

The ordinary life or endowment at age 35, can now be converted under four special options to other forms at any time simply by the payment of an increased premium. The policy contains a table showing the increased premium required to convert the policy at the end of each of the first five years, to the regular 20-pay or paid up at 65 policies, which are endowments at age 35, or to an income endowment at age 65, or to the regular 20-year endowment.

The other new policy forms are the income endowment at age 65; endowment at 85 paid up at age 65; juvenile endowment maturing at age 18; and preferred life annuity with special retirement annuity.

Children Can Be Written

The policy revisions include a complete table of rates for deferred survivorship benefits, as additions to the ordinary life endowment at age 35, and 20-pay endowment at age 35. Child's endowments will be issued from date of birth. Children can also be written as low as age 10 on any standard policy which has a premium as high as, or higher than, the continuous payment endowment at age 65.

Rules on term insurance have been liberalized so that disability income and double indemnity can be written with term policies. Term insurance can now be issued to self-supporting women.

New Disability Clause

A new total and permanent disability clause will be written under which disability is presumed to be permanent when total disability is present and has existed continuously for not less than three months immediately preceding proof.

The new rate book will be a loose leaf volume bound in genuine morocco leather. Rates are conveniently arranged, the regular premium being on the same page with premiums for special provisions.

Twenty Years Old

The Mutual Trust Life celebrated its 20th anniversary May 26. The 1925 business shows a splendid gain over the same period a year ago. The company now has considerably over \$100,000,000 of life insurance in force on a paid basis.

Will Meet at Chicago

The fall meeting of the American Institute of Actuaries is to be held Nov. 5-6 next, at the Edgewater Beach Hotel, Chicago.

WANTED!

400 or 500 Shares

of stock in going company, life, fire or casualty. Either treasury stock or shares now outstanding.

I have placed thousands of shares of insurance stock in a clean way and prefer to sell for licensed company. Highest references. If interested communicate with

J. I. Monte Silverberg
6009 S. Park Ave.
Chicago, Ill.

TODAY!



Would You Buy an Automobile Without a Self Starter?

MANUFACTURERS themselves have anticipated your decision.

The combination of accident and health insurance with the life policy is as much a modern essential of "standard equipment" in individual protection as the self-starter in the motor car.

A dominating force in sales resistance which the arguments of the life underwriter must meet comes from the prospect's self-interest. The Perfect Protection Policy, combined life, accident and health insurance, in providing benefits to LIVING policy-holders as well as their estates is the entering wedge to many a successful sale which otherwise would never be closed.

Because—

The Perfect Protection Policy *appeals* to that particular force of sales resistance—the prospect's self-interest.

Everybody is NOT a prospect for life insurance but the possibilities that *everybody* can be sold Perfect Protection are becoming greater every day that the insuring public learns of its availability.

Get the modern idea. Ask the Perfect Protection producer or write for our booklet giving the salient features of this comprehensive program.

Reliance Life Insurance Company OF PITTSBURGH

FARMERS BANK BUILDING • PITTSBURGH, PENNA

PERFECT



PROTECTION

OWNERSHIP OR STEWARDSHIP?

The difference in meaning between these two words is the difference between the policy and management of the

Inter-Southern Life Insurance Company

Louisville, Kentucky

And

Banks, Financial and other Commercial Institutions.

Ownership is of pagan origin,

Stewardship is of Hebrew and Christian origin.

The

Inter-Southern Life Insurance Company

IS FOUNDED
BUILT
DEVELOPED
OPERATED **ON** The Principles of
STEWARDSHIP

For the Ever Increasing Family of
INTER-SOUTHERN POLICY HOLDERS

That accounts for the INTER-SOUTHERN

Low Rate Compound Option 4% Coupon Policy Contracts

And its

Low Rate Multiple Option 3½% Coupon Policy Contracts

And its

Low Rate Group and Employes Club Plan Contracts.

The

Inter-Southern Life Insurance Company

Louisville, Kentucky

Operates in Ten States:

Kentucky, Illinois, Indiana, Ohio, Pennsylvania, West Virginia, Tennessee, Arkansas, Georgia, Florida

Good Contracts for Good Producers

RESULT SATISFACTORY

EXPERIENCE ON NON-MEDICAL

Officials of American Life of Detroit
Comment on Showing Made in
First Six Months

DETROIT, MICH., June 25.—Experience of the American Life with non-medical insurance up to \$2,500 during the six months this new service has been made effective by the company is characterized as decidedly satisfactory. The possibility of extension of non-medical to larger policies is said to be strongly indicated by company officials in view of this favorable experience and the satisfactory co-operation of agents in gathering adequate information for the writing of risks. According to Dr. W. H. Brown, medical director, and C. F. Cross, actuary, the outstanding factor making for the success of non-medical is contained in the fact that in the majority of cases covering applicants between the ages of 20 and 45, upon which this class of business is written, few physical deficiencies are revealed in medical examinations that are not evidenced in the past histories and supplementary information available on the application blanks.

Agents Interested in Plan

"We are finding that agents are showing a whole-hearted interest in the non-medical plan," said Dr. Brown, "and that they are only too willing to give us complete information that enables us to gauge the proper value that may be placed on a risk. Local medical examiners also are showing a willingness to cooperate on an equally satisfactory basis as formerly, when medical examinations were required in all cases, and we are not inclined to the belief that there will be any tendency toward curtailment of service on their part."

Mr. Cross pointed out that considerations in this latter connection involving any changed attitude on the part of local medical examiners due to the existence of non-medical really have no place in its discussion, since an insurance medical examination is a distinct service rendered by a physician for which he receives adequate compensation.

"Since each insurance examination is a definite task for the examiner for which he is paid satisfactorily," said Mr. Cross, "it certainly follows logically that he cannot object to an improved practice which will eliminate the need for his services in the majority of cases. This is simply in line with progressive and economical business development."

Study Past Histories

A survey of the brief experience of the American Life with non-medical indicates that past histories of applicants have come in for thorough study, particularly former periods of illness, on which necessary information has been obtained readily with the cooperation of agents and physicians. That physicians have taken the standpoint that the applicant, as a former or present patient, is entitled to know all about a particular period of illness or his present physical condition so far as this information is available, is thoroughly well indicated.

While the American Life is now writing non-medical policies up to a maximum of \$2,800 for educational contracts and in the main up to \$2,500, two other local companies, the Detroit Life and the Michigan Mutual, have not yet entered the non-medical field and are not contemplating any immediate action in this connection. The whole matter of non-medical insurance as opposed to the old system with attendant medical examination fees is now being made the subject of a thorough study conducted under the auspices of the Michigan Life Officers Association, through the cooperation of the medical directors and actuaries of various state companies rep-

INJUNCTION IS SOUGHT

ECHO OF WESTERN LIFE DEAL

Twenty-Five People Seek to Stay the
Final Payment to Royal
Union Life

DES MOINES, IA., June 25.—An injunction has been sought in the district court to prevent the Iowa Loan & Trust Company from disposing of \$200,000 cash to stockholders of the Western Life, the balance of the sale price to the Royal Union Life. Judge Hubert Uterback has set the case for hearing July 7. Twenty-five clients with suits totalling over \$150,000 are represented in the action.

The injunction is the outgrowth of damage suits filed by the plaintiffs, chiefly stockholders in the Bankers Land & Investment Company and the Consolidated Chemical Company, in which claims of misrepresentation in the sale of stock of those concerns, the officers and directors of which were largely the same as those of the Western Life. Four suits, similar to the ones just instituted, have been tried and the plaintiffs successful in each action. They claim that they were persuaded to buy stock in the Bankers Loan of which A. D. Struthers, James H. Jamison and S. F. Ellis were officers on the representation that the company had sole right to invest money for the Western Life, making it an unusually profitable business.

The merger of the Western Life and Royal Union was consummated May 7 and the Iowa Loan & Trust Company made a co-defendant in the suit just instituted. The plaintiffs in the new suits allege that they fear officers of the Western Life may conceal or dispose of proceeds of the sale, so that in the event of damages, the plaintiffs will be unable to collect.

Philadelphia Wants 1926 Meeting

The Philadelphia Association of Life Underwriters has just taken formal action in the start of a campaign to secure the annual convention of the National Association of Life Underwriters for that city during the sesqui-centennial celebration next year.

At a special meeting of the executive committee of the association last week it was voted to use every possible means to induce the national body to convene there in 1926. President Pierce of the association is behind this movement strongly and is asking every member of the organization to assist in putting it over. National President John William Clegg has also expressed himself as strongly in favor of the move.

resented in the membership, with the result that similar action may be taken by some of these organizations following along the line of this inquiry.

J. Henry Johnson, general agent of the National Life of Vermont at Oklahoma City, has returned from Washington, D. C., where he attended the mid-year meeting of the executive committee of general agents association of his company.

Can You Use

a capable Agency Supervisor
who is at present employed?
Can furnish A-1 references
both as to character and
ability. Address 0-54, care
The National Underwriter.

COLORED RISKS PLACED

MORE FACILITIES ARE OPEN

Two Chicago Legal Reserve Companies
Writing Ordinary Business Are
Extending Their Operations

Chicago, which has a large colored population, has until recently not possessed the facilities for handling life insurance for Negroes as standard rates and in old line companies. There are now two local Chicago companies, the Victory Life and the Liberty Life, both old line, legal reserve, owned and managed by colored people. The Metropolitan Life is taking colored business at regular rates. These three companies are now making a drive for colored business on the ordinary plan.

Victory Life Branched Out

The Victory Life has branched out this year into a number of other states. It is now licensed in Texas, Missouri, Illinois, Ohio, West Virginia, Kentucky, Washington, D. C., Maryland and New Jersey. This company will have agents in all centers where there are sufficient colored people to warrant operations. It is making brokerage contracts with agents of other companies to handle their Negro business. I. J. Joseph, the general manager, states that in a large number of points there are a limited number of colored people who desire life insurance. He will make brokerage contracts with other agents in the locality for handling this business. The Victory Life has capital \$100,000, assets \$167,200 and surplus and unassigned funds \$57,378. It writes business only on the ordinary plan, but has a monthly premium department and is also writing intermediate policies of \$100 to \$500 for ages 15 to 55. These are written on the endowment at age 85, 20-payment endowment at age 85 and 20-year endowment.

Writes Children's Policies

The Victory is also writing insurance on the lives of children from \$100 to \$500 for ages two to ten years and from \$100 to \$1,000 for ages 10 to 15 years. Insurance for children is issued on the 20-payment endowment at age 85, 20-payment, 30-year endowment and 20-year endowment. The Victory writes both participating and non-participating business.

Anthony Overton, president of the company is president of the Douglas National Bank of Chicago and head of the Overton-Hygienic Manufacturing Company. On the directorate are George T. Kersey, who is a member of the Illinois legislature; Dr. Edward S. Miller, cashier of the Douglas National Bank; Major R. R. Jackson, an alderman of Chicago. It has one woman director, Mrs. Gertrude Savory, a druggist in New York City. I. J. Joseph, the vice-president and general manager, is a man experienced in insurance work.

The Illinois insurance department has recently examined the company and in speaking of it says "the management deserves commendation for the economy with which the affairs of the company have been managed, resulting in a showing of \$57,428 out of \$60,000 contributed surplus after the first nine months' operation, and \$642,312 insurance in force. The expense of obtaining new business seems exceptionally low, due of course to the conservative rates and commissions allowed on the first year's premiums." The Victory Life now has over \$1,000,000 of insurance in force.

Liberty Life Well Managed

The Liberty Life of Chicago now has upwards of \$7,000,000 of insurance in force, the figures Jan. 1 being \$6,194,096. Last year its new business amounted to \$4,371,846. This company is owned and managed by colored people. It owns its own building at 3513 corner 35th street and Grand boulevard, Chicago. A large part of this is rented. Following the death of President Frank L. Gilles-

How Come?

J. J. O'Brien of Milwaukee has spent all of his earning years in the life insurance business. He started as an office clerk and worked up to the position of Chief Field Superintendent for a progressive middle-western company.

Because his work kept him on the road practically all of the time, he decided to take an agency and build for himself in his home town. He could not secure the agency for his own company in that city so he cast about for the most promising connection with another company.

He picked The Lincoln National Life.



J. J. O'BRIEN

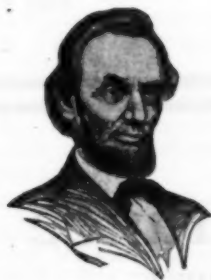
"I noted that The Lincoln National Life had made an enviable record. This was undoubtedly due to progressive management," Mr. O'Brien said.

"I met part of The Lincoln National Life Home Office officials and they impressed me as the type of men I would like to associate with.

"The wide range of prospects covered by Lincoln National Life policies and the thorough service offered field men should be an inducement for attracting high-type salesmen, I believed.

"I am heartily pleased with my choice."

LINK UP WITH THE LINCOLN



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

More Than \$365,000,000 in Force

AGENTS who can SELL as well as WRITE

Can always be given an interesting proposition, much territory still awaiting capable representatives. Your inquiries will have consideration.

**UNION MUTUAL LIFE
INSURANCE COMPANY**
Portland, Maine

pie, Dr. M. O. Bousfield, the medical director, was chosen acting president. Dr. Bousfield is one of the leading Negroes of Chicago. The officers and directors of the company are men of very high repute. It is now licensed in Illinois, Kentucky, Michigan, Missouri and District of Columbia. Most of its business is in Michigan and Illinois. It maintains a branch office in Detroit and has a good working corps of agents in that city. The Liberty Life started in business in 1921.

Percy W. Yard, district manager for the Mutual Life of Illinois, at Macomb, Ill., was married last week to Miss Gladys Weaver of Canton.

Provident Mutual Life Insurance Company of Philadelphia Pennsylvania — Founded 1865

1865—SIXTY YEARS OLD—1925

PROVIDENT Agents in their approach have the advantage of the national advertising of the Company which is striking and original, and also of a Direct Mail Campaign.

MERGER PLAN IS DISCUSSED

International Life & Trust and Equitable Life & Casualty Plan Consolidation

That a consolidation of the International Life & Trust of Moline, Ill., with the Equitable Life & Casualty, with headquarters in Chicago, is being discussed, became known recently when Commissioner Saufley of Kentucky was approached by representatives of the latter company to obtain his views and permission in case the discussions should result in a deal. No definite sale of stock has been agreed upon.

The International Life & Trust has been planning to go into the accident and health business, and the Equitable Life & Casualty, which does strictly an accident business, was making plans for entering the life business. As result of this the two companies had discussed the proposition of a consolidation, according to J. W. Bain, president of the Equitable Life & Casualty.

He stated that if the plans should go through the executive staffs of both the companies will remain intact, the Equitable management being in charge of the accident and health department. The consolidation would probably be effected by a sale of stock of the Equitable to the International. "There will be no disruption of the field organization resulting from the merger," said Mr. Bain. The Equitable Life & Casualty is a Kentucky corporation but maintains its offices in Chicago. It was organized in October, 1923. In 1924 its premium income was in excess of \$47,000. Capital and surplus amounts to \$120,000 with total assets of \$137,000. The International Life & Trust has assets of \$1,458,000 and insurance in force of \$10,000,000.

Provident Mutual Convention

The Quarter Million Club of the Provident Mutual Life will hold its annual convention at Atlantic City Sept. 21-23. The first ten men in the club that will lead the cohorts to the shore in September are I. P. Miller, Philadelphia; F. M. Harper, North Carolina; Sigourney Mellor, Philadelphia; Charles Selig, Brooklyn; J. L. Simons, eastern Pennsylvania; A. M. Hammer, Boston; A. F. Gillis, New Jersey; R. S. Babcock, Los Angeles; W. L. Mason, Philadelphia, and E. D. Ullman, St. Louis.

Miss Dorothy Rex Walton, daughter of Mr. and Mrs. Simeon Dennis Walton of Farmville, Va., was married June 25 to Clark Epling Lindsay, district manager at Charlottesville for the Mutual Life of New York.

MIDLAND LIFE IS REINSURED

Des Moines Life & Annuity Gets Contract to Take Over Business of St. Paul Company

A contract for the reinsurance of the business of the Midland Life of St. Paul in the Des Moines Life & Annuity involving \$10,500,000 of insurance force, was approved last week. President Strickler of the Midland entered into a reinsurance contract with the Des Moines Life & Annuity and later a similar contract with the Dakota Life of South Dakota. Because of the impossible condition of the Midland, Commissioner Wells granted one day to reach an agreement as to reinsurance before he would ask for a receiver. The Dakota Life withdrew its contract, and the Des Moines Life & Annuity announced that an agreement had been reached to carry out the reinsurance of the Midland.

The Dakota Life plans to change its name to the Midland National. Objections have been entered by the Des Moines Life & Annuity but the change will probably go through.

HEART DISEASE RANKS FIRST

Death Toll From That Cause Greater Than From Tuberculosis, Metropolitan Life's Figures Show

MINNEAPOLIS, MINN., June 22.—Heart disease has taken first place among fatal diseases in America, taking a greater toll than tuberculosis, Dr. Horace J. Howk, superintendent of the Metropolitan Life sanatorium at Mt. McGregor, N. Y., told a gathering of national health experts here. He gave the following comparisons:

Between the ages of 35 and 44 one white person in every thousand dies of heart disease.

About 2 percent of school children have heart impairments.

In the experience of the Metropolitan Life, two out of every 100 applicants are rejected because of heart disease.

In 1900 the death rate from heart disease in registration area of the United States was 111.2 per 100,000, while in 1922 the rate had increased to 148.4 and in 1923 to 162.2 for the registration states.

"The mortality rates increase steadily from the fifth year," he explained. "From the tenth to the fourteenth years, in the experience of the Metropolitan among industrial policyholders, heart disease mortality exceeds the four principal diseases of childhood and is surpassed only by tuberculosis."

TEXAS MISSOURI ILLINOIS OHIO WEST VIRGINIA KENTUCKY WASHINGTON, D. C. MARYLAND NEW JERSEY



Mr. Agent:

Have you ever had a colored risk to place? And wondered where you could broker it? Put the Victory Life on your file and use it for that purpose. We are adequately equipped to take care of such business.

VICTORY LIFE INSURANCE COMPANY

HOME OFFICE: OVERTON BUILDING

3621 South State Street, Chicago

ANTHONY OVERTON, President

I. J. JOSEPH, V. Pres. & Gen'l Mgr.

M. A. NATION, Pres.

CHAS. E. WARD, Sec'y.

Universal Life Insurance Company

Dubuque, Iowa

WE WANT GOOD MEN

PUBLIC LIFE INSURANCE COMPANY

An Illinois Company

Capital \$500,000

Brokers' Business Solicited

Any amount up to \$100,000.00

No Color Line. Same Rates for All
Male and Female

Standard and Substandard Business Accepted

Service You Can Depend Upon

Agency Office—108 S. La Salle St.
Chicago, Ill.



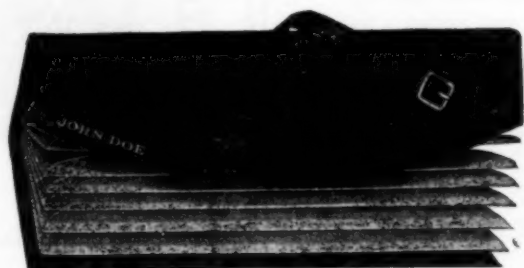
A GOOD POLICY
TO CARRY

A GOOD COMPANY
TO REPRESENT

Continental Assurance Company

910 S. Michigan Ave.

Chicago



You Want More Business!

You want your clients to be satisfied with the service your companies and your agency renders.

Kaufmann Systeman Security Holders

are the best leather containers on the market designed to provide a place for insurance policies, bonds and other valuable papers. They typify quality service and as such help to deliver those extra policies.

Use the coupon—an examination will convince you. The price is \$2.25. There is a larger size at \$3.15. Liberal quantity discounts. In lots of 25 or more your name on the holders without additional charge. Use the coupon today!

E. L. KAUFMANN

Room 700, Austin Bldg.

111 W. Jackson Blvd.

Chicago, Ill.

Telephone Wabash 3933

I would like to examine a Systeman Security Holder. If I decide to keep it I will remit \$2.25 within ten days. If not, I will return the holder.

Name

Address

Central States Life Insurance Company

St. Louis, Mo.

General Agency Openings in

CHICAGO

ILLINOIS

FLORIDA

All Ages up to 65.

Participating and Non-Participating.

Standard and Sub-Standard.

Disability and Double Indemnity.

ASSETS: \$6,500,000

INSURANCE IN FORCE \$65,000,000

THE ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

Strong and Progressive

Paid to Policyholders—

Over—\$19,000,000.00

Insurance in Force—

Over—\$138,000,000.00

A. C. Tucker, President

D. C. Costello, Secretary

Wm. Koch, Vice Pres.



"Protector of the Home"

**In Five Years
this Company has increased**

its business in force.....	147%
its premium income.....	133%
its assets.....	190%
its reserves.....	267%
its surplus to policyholders..	17.5%

**It's a good Company
to tie to**

For the right man, we will enter the State of Florida. Many opportunities are available in Ohio, Kentucky, West Virginia, Tennessee, Michigan, Pennsylvania, New Jersey, Mississippi, Arkansas, Texas, Nebraska and Iowa.

**THE OHIO NATIONAL LIFE
INSURANCE COMPANY**
CINCINNATI, OHIO

W. F. Macallister, Agency Mgr.
T. W. Appleby, Pres.

Some Duties of the Paid Association Secretary

WILLIAM A. SEARLE, assistant to President Clegg of the National Association of Life Underwriters, has made a thorough study of the paid secretary form of management for local associations. He has found that the experience of associations would indicate the following duties and services of the secretary:

1. Take over the keeping of financial records.
2. Keep the books for the treasurer.
3. Keep minutes, not only of membership and the executive committee meetings, but also all committee meetings.
4. Issue calls for committee meetings and "follow up" to secure the desired attendance.
5. Work with the chairman to make the committee work effective and prompt.
6. Help the committees carry out their projects, gathering and assembling facts and statistics for them and bringing to them the experiences of other associations working on similar projects.
7. Be on the job at all times, ready for an emergency and always alert to dispatch the business of the association promptly.
8. Keep in close touch with the executive committee so that its actions shall be the outward expression and result of the policies of the executive committee.
9. Make his office an information bureau, not only on association affairs, but also on general matters regarding life insurance underwriting.
10. Become the active moving center of all of the association's activities, ready to jump in and see that no project falls or lags once it has been decided and embarked upon.
11. Be a creator of good feeling and acquaintance among the members so that a broader program of activity can be carried on and more specific things done for the membership.
12. Follow carefully the insurance press and other sources of information for new developments which may interest the local association.
13. Maintain a constant and close relation with the National Association headquarters and with the other local associations of the country.

Publish News Bulletins

14. Prepare and publish a bulletin to the members with the view of informing them of what the executive committee and the subordinate committees of the association are doing.
 15. Aid the entertainment committee in locating the best possible speakers and subjects for membership meetings.
 16. Establish such relationship with our legislators as will make easier an approach at any time that legislation is desired or is to be opposed.
 17. Build up in every way a respect for the association by his contact with the officers of home offices.
 18. Plan ways in which the association can be of more service to the membership.
 19. Study to keep the membership strong and growing and with an increasing respect for the association of which they are a part.
 20. Follow closely the progressive work that the National Association is planning so that full advantage may be taken of it.
 21. Keep officers and committeemen interested and active.
 22. Maintain close touch with the membership at large by pastoral visits.
 23. Follow up the general agents regularly to see that new men entering the field are urged to join the association.
 24. Develop in connection with his office a reference library containing not only the standard textbooks and helps on insurance but special reports and decisions which few single offices could have.
 25. Gather and tabulate and issue to the membership any local information which might be helpful.
- There are doubtless many other activities which experience will impose upon him, but from the above, it is evident that the man must be an executive and not a clerk, and that he must be capable of development, so that he shall become under the direction of the officers and executive committee the public representative of the association. We are further of the opinion that knowledge of life insurance is not essential, and that preferably the man should be sought outside the ranks of underwriters.

The Door Is Open

We refer to an unusual opening in our organization for an insurance man of unusual ability. The position is that of traveling home office representative, doing executive work with our general agents.

It will pay a salary of \$5,000 and expenses the first year and \$6,000 and expenses the second year. After that your opportunity for advancement will be invaluable. To obtain this position you must show us a reputation for honesty and energy. You must have a working knowledge of life insurance. A requirement, to which no exception will be made, is that you must have personally produced and paid for \$200,000 of insurance within the past twelve months.

Are you interested?

Can you qualify?

There can be only one answer to query No. 1. If you are alive to your opportunity you will answer "yes". As for the second—it is necessary that you sell us on yourself.

Write to O-51 care of this paper.



Stephen M. Babbitt
President

Hutchinson, Kansas

MORE THAN 50%

of the business written by some of our larger agencies is a direct result of the Fidelity lead service. Our agents interview interested prospects—people who have written the Head Office for information.

Fidelity is a low-net-cost company operating in 40 states. Full level net premium reserve basis. Over Quarter of a Billion in force. Faithfully serving insurers since 1878.

**FIDELITY MUTUAL LIFE
INSURANCE COMPANY, PHILADELPHIA**

Walter LaMar Talbot, President
A few agency openings for the right men

Some executives in need of salaried employees go on expensive prospecting tours; others let an ad of this size and appearance bring applications to them. One inch, one column wide, one time, \$5.00.

LIFE INSURANCE AND THE INHERITANCE TAX

A. S. Ingersoll of the Mutual Benefit Life at Chicago Makes Observations

EFFECT OF FRICK CASE

President Coolidge's Stand on the Position of Federal Government in Levying on Estates

A. S. Ingersoll, assistant to General Agent A. A. Drew of the Mutual Benefit Life at Chicago, is one of the best informed men in the business on inheritance taxes in the use of life insurance to take care of the demand that will be made on the estate through death tax. In writing in the current issue of the house organ of the Chicago general agency, Mr. Ingersoll says:

"The two outstanding events affecting inheritance taxes in their relation to life insurance within the past year are: first, the Frick decision which was recently decided by the Supreme Court of the United States on a review of the decision of the western district court of Pennsylvania, and second, the conference of the National Tax Association which brought together at Washington in February, 1925, tax officials and tax experts from 40 different states, for the purpose of considering a revision of the present system of multiple taxation of inheritances and estates by various jurisdictions.

Estate Tax Regulations

"Quoting from Paragraph 12,215 of the Prentice-Hall Federal Tax Service regarding the estate tax regulations:

"The validity of the provision for the taxation of insurance payable to a named beneficiary cannot be said to rest on a very firm foundation. The highest courts of New York and Massachusetts have declared against the validity of this impost, and in only one state, Wisconsin, has its constitutionality been upheld.

"Five states now attempt to impose an inheritance tax to a greater or less extent, upon insurance made payable to a named beneficiary; these states, in addition to Wisconsin, are Tennessee, Mississippi, Montana and Arkansas.

Two Actions Initiated

"Two actions have been initiated to test the validity of the provision in the federal law for the taxation of insurance. The case of Frick v. Lewellyn was argued in the U. S. District Court for the Western District of Pennsylvania and a decision was handed down on June 5, 1924, deciding against the validity of the provision."

"The decision of the lower court was on the broad ground that the interest of the beneficiaries vested at the time the policies were taken out and therefore neither Mr. Frick's estate nor the beneficiaries could be taxed on the theory that the insurance was part of his estate. The supreme court, however, saw fit to restrict their confirmation of the conclusions of the lower court to the sole ground that the policies were taken out before the revenue act of Feb. 24, 1919, and did not come within its scope.

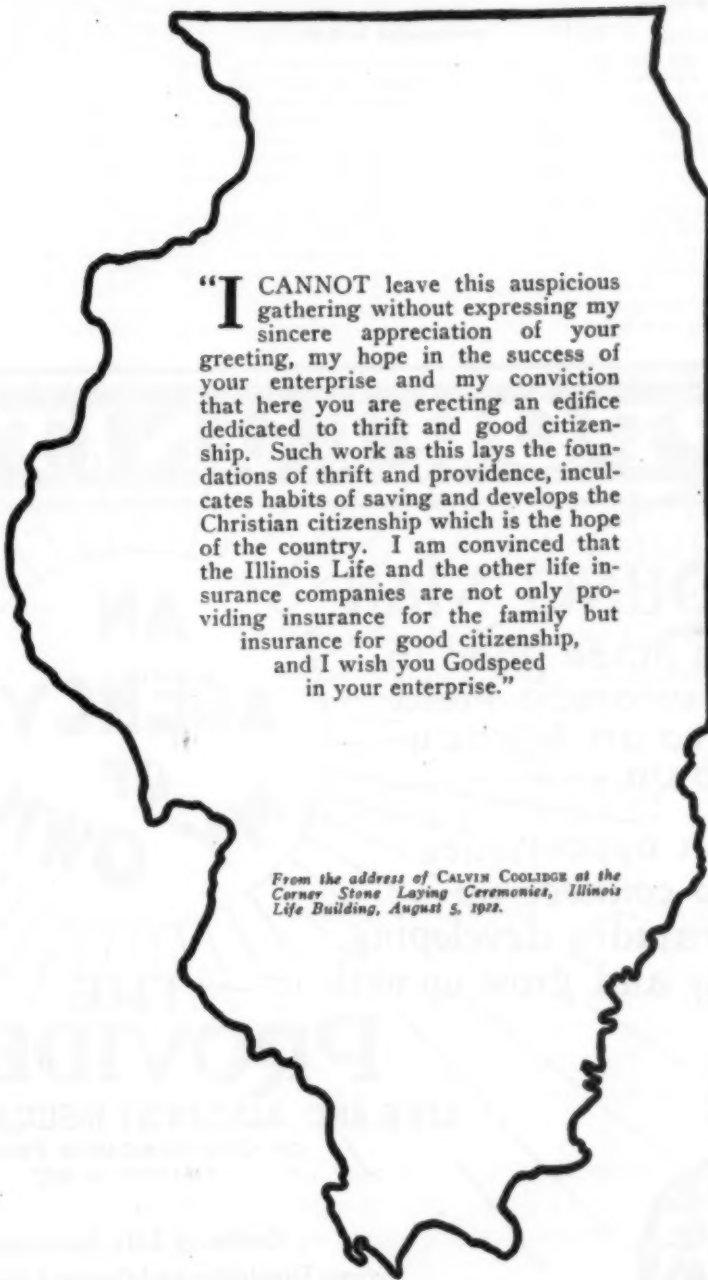
Comment by David Kay

"David Kay, counsel of our company, in a recent letter regarding this decision, states: 'The policies payable to the wife and daughter were all issued prior to the passage of the act, and they were all either made payable to the beneficiaries or assigned to them prior to the act. About the only conclusion one can reach is that the right to cancel the assignments did not, in the opinion of the court,

ILLINOIS LIFE INSURANCE Co.

CHICAGO

JAMES W. STEVENS, Founder



"I CANNOT leave this auspicious gathering without expressing my sincere appreciation of your greeting, my hope in the success of your enterprise and my conviction that here you are erecting an edifice dedicated to thrift and good citizenship. Such work as this lays the foundations of thrift and providence, inculcates habits of saving and develops the Christian citizenship which is the hope of the country. I am convinced that the Illinois Life and the other life insurance companies are not only providing insurance for the family but insurance for good citizenship, and I wish you Godspeed in your enterprise."

From the address of CALVIN COOLIDGE at the Corner Stone Laying Ceremonies, Illinois Life Building, August 5, 1922.

Illinois Life Insurance Co.

CHICAGO

JAMES W. STEVENS, Founder

Greatest Illinois Company

1212 Lake Shore Drive

The Illinois Life is The Dean of the Illinois Legal Reserve Companies

justify it in considering that the policies were the property of Mr. Frick. We still do not know whether, if the beneficiary is changed or the assignment canceled after the act has gone into effect, such action would result in the policies being taxed. If the result of such action after the act went into effect was to make the policies payable to the insured and thereafter he named new beneficiaries, or if after the act went into effect the insured canceled the assignment and thereafter reassigned it, the court announces no opinion, but personally, I should be fearful to advise anyone to place themselves in such a position.

President Coolidge's Position

"Turning to the conference of the National Tax Association, we find that President Coolidge in his address favored the withdrawal of the federal government from the field of inheritance taxation, on the ground that the reason for exceptional taxation had ceased and the jurisdiction was essentially one belonging to the states. He further advocated that the states should readjust their death duties with a view of removing overlapping taxation and abolishing rates on all property of non-residents other than real estate.

"Illustrating the evils of the present system, he took the instance of a single

share of stock which he said may now be taxed as follows:

- "1. By the federal government.
- "2. By the state where decedent was domiciled.
- "3. By another state which might claim decedent's citizenship.
- "4. By another state where the certificate of stock was found.
- "5. By another state or states where certificate of stock must be transferred on the books of the corporation.
- "6. By another state or states where the corporation is organized.
- "7. By another state or states where the corporation owns property or operates.

Overlapping Jurisdictions

"The President pointed out that these overlapping jurisdictions combined with the necessary expense of tax proceedings, even where the property value is less than the statutory exemptions, frequently results in unfair charges against the property and sometimes total confiscation. He concludes:

"A solution of this problem presents the difficulty of obtaining reciprocal action on the part of the states but I feel that in fairness to each other and to their taxpayers, they will find a way of obviating this extravagance."

"The recommendation of the President

would remove the only tax upon proceeds of life insurance payable as a death claim to named beneficiaries in Illinois as well as most other states in the Union. It would also tend, by reducing the total charges for succession taxes against estates, to restrict somewhat a rapidly developing market for large policies of insurance. It is probably, however, that the states would soon take up any slack which might be afforded by the withdrawal of the federal government.

Chance for Service

"There is enough, however, in the situation, both present and in prospect, to stimulate the imagination of the life underwriter as to the possibilities of constructive service, not only in providing ready cash through life insurance for conservation of estates at death, but also, further dignifying our service by recommending the proper analysis and revision of present property holdings in order to reduce as far as possible the amount of shrinkage of estates through the limitation of holdings to the smallest number of taxing jurisdictions. This latter service, like the drawing of a man's will, is something which the life insurance man need not aspire to furnish but which he may very properly suggest and do his client a substantial favor by directing him to a competent agency which can give him this service."

WANTS BOOTLEGGER PUT OUT OF BUSINESS

(CONTINUED FROM PAGE 3)

percent co-insurance clause. No appraisal had been suggested and for more than ten years the policies had been sent around annually without suggestion of any service. An insurance expert had an appraisal made and found a conservative present valuation of \$800,000. The president of the concern lived 150 miles away. The agent bound the risk for an additional \$300,000 and sent the policies on to the owner, writing him as follows: "I did this for you—because had you had a \$300,000 loan you undoubtedly thought you had that amount of protection, but you would have paid over \$100,000 of that loan yourself." He explained the meaning of the 90 percent co-insurance clause, probably for the first time known to the insured. A check for the premium was received by return mail and the entire line goes to the man who rendered the service and earned the commission.

Wanted to Make Savings

Two or three years ago a man, whose name is a byword throughout the entire world was about to apply for \$300,000 endowment life insurance. Not knowing of this intention a man in the life insurance business was informed that the brother of this well-known man was about to go into the life insurance business. A letter was written from a home office to the brother seeking to interest him in one particular company. The following is copied from his response to this letter. "I am afraid that Mr. C— misunderstood the situation as to my interest in insurance. This interest of mine was born mainly out of a desire to handle all our own insurance matters and incidentally to make any savings possible. To do this I learned that I should have to get some official sanction."

Agent Was a Dummy

A gross annual premium of more than \$50,000 was distributed to several companies. The commissions appeared to have been paid to a New York real estate operator, who was licensed for the first time by several companies. It is reasonably clear that this real estate operator was in part a dummy and equally clear that there was considerable bootlegging all along the line, the buyer himself being circumstantially involved. A home office clerk in a Hartford office not doing a liability business recently threatened a man giving his entire time to insurance service with bodily harm, because this latter salesman had found a liability policy placed by the clerk without any attempt to find or cover the real need of the buyer, and because he then rendered him the service he was paid to render.

Responsibility on Home Offices

These illustrations serve to establish the fact that few insurance lines are free from the process known to this audience as "bootlegging" in commissions. The fundamental cause of this evil in the business lies in our home office and can be stopped in short order when we in the home offices sense the cost of this type of selling, or rather mis-selling. One of the chief reasons for the growth of this evil is based upon the competitive desire of our home offices for more volume, while any serious study of the final result will show the net result directly opposite the end to be desired.

Business Is Diverted

The continual shifting of the business of the bootlegger and the increasing dissatisfaction of the buyers when he finds, as he usually does, that he hasn't bought the service which he thought he had made the inevitable cost higher than the first grade business of first class insurance agents who are in the business to serve first and get what they have only upon that basis. So long as contractors, real estate operators, home

OPPORTUNITY

THE YOUNG MAN
Who has made good in the Insurance Field
aspires to an Agency—
of His own ~~~~~

Here is an opportunity
for Him to connect up—
with a rapidly developing
Company and grow up with it—



AN
AGENCY
OF
MY OWN

THE
PROVIDENT

LIFE AND ACCIDENT INSURANCE COMPANY

OF CHATTANOOGA TENN.

FOUNDED IN 1887

Ordinary Life Insurance
Group Disability and Group Life Insurance
Accident and Health Insurance
On The Commercial, Monthly Premium
And Pay-Order Installment Plans

DOMINANT!!

IN OUR TERRITORY IN THE
HEALTH AND ACCIDENT FIELD

INSURANCE MEN ACTIVE

PLANS FOR COMMISSIONERS

Many Special Trips Being Arranged as Entertainment Features for San Antonio Meeting

SAN ANTONIO, TEX., June 24.—Preparations are well under way for the entertainment of the visitors in San Antonio next September for the annual convention of the insurance commissioners. The insurance companies are aiding Judge Scott, the insurance commissioner, and the San Antonio committee in preparing for the guests.

One of the delights of the session will be a visit to the famous Magic Valley of the Rio Grande, which has outstripped Florida and California in citrus fruit production. Two special trains over the Missouri Pacific have been chartered by Judge Scott to take the visitors on a complimentary trip to the Magic Valley and also to spend a day in Matamoras, Mexico, which is opposite Brownsville, Tex., the Rio Grande separating them.

Judge Scott said the Rio Grande at that point presents the strange, and to some, the delightful, anomaly of a river wet on one side and dry on the other. The 18th amendment dries the north bank of the Rio Grande but over on the Matamoras side liberty runs rampant. That is where most of one day is to be spent and the thirsty will be able to place their feet on many rails and lean on a number of bars that serve everything. A banquet with all the liquid accessories is on the program for the visitors to Matamoras.

High Ratio in Summer

Companies in the accident and health field writing special contracts for teachers find it necessary to guard these policies carefully against an excessive summer loss ratio. One company after a severe loss ratio during the summer months on a non-confining illness provision, no longer pays any claims for non-confining illness except when teachers are actively employed. Non-confining illness claims were entirely too frequent during the summer months. Some companies have arranged policies to pay for illness indemnity at the full rate only while the school is in session.

OFFICE MANAGEMENT MEETING IN CHICAGO

(CONTINUED FROM PAGE 4)

home office service committee, Penn Mutual Life.

12:30—Luncheon, Edgewater Beach.

Friday Afternoon

1:15—Business meeting (Election of officers, etc.).

1:45 to 3—Round table conferences (Groups to be divided as follows):

Room A—Accounting for the Collection of Premiums. Chairman, A. A. Rydgren, vice-president and actuary Continental Life.

Discussion led by P. C. H. Papps, mathematician Mutual Benefit.

Room B—Method of Filing Correspondence, Applications, etc. Chairman, E. D. Murphy, personnel supervisor, New York Life.

Discussion led by S. O. Kennedy, cashier Standard Life.

3 to 4:30:

Room C—Operation of Home Office Service Departments. Chairman, Dr. H. W. Cook, vice-president and medical director, Northwestern National.

Discussion led by R. C. Neuendorffer, secretary The Guardian Life; Roy M. Jones, secretary Atlantic Life.

Room D—Destruction of Office Records. Chairman, R. F. Tull, secretary Fidelity Mutual Life.

Discussion led by A. J. McAndless, assistant secretary Lincoln National Life.

Adjournment.

Oct. 3, Saturday morning. (Visits to home offices of Chicago members and golf.)



OPENINGS AT

Boise, Idaho
Pocatello, Idaho
Rockford, Ill.
Springfield, Ill.
Fort Wayne, Ind.
South Bend, Ind.
Terre Haute, Ind.
Burlington, Iowa
Davenport, Iowa
Mason City, Iowa
Pueblo, Colo.
Louisville, Ky.
Grand Rapids, Mich.
Lincoln, Nebr.
Billings, Mont.
Great Falls, Mont.
Helena, Mont.
Missoula, Mont.
Columbus, Ohio
Dayton, Ohio
Springfield, Ohio
Toledo, Ohio
Amarillo, Texas
El Paso, Texas
Houston, Tex.
Cheyenne, Wyo.
Roanoke, Va.

"POOR RICHARD" said—
"All that glitters is not gold."

Promises and Percentages may
be made to "glitter"—BUT

The real gold that an Agency contract
puts into YOUR pants-pocket is the real
measure of that contract.

DURING 1924 THE RENEWAL
INCOME PAID MINNESOTA
MUTUAL AGENTS AVER-
AGED—

1. For Agencies less than five years old old \$3,500.
2. For Agencies up to seven years old \$6,000.
3. For Agencies over ten years old \$25,000.

REMEMBER THAT'S JUST
RENEWALS!

These men know how real gold
glitters—and they know it paid them
to get and keep an Agency contract
that is Right.

On Agency Matters Address

O. J. LACY
2nd Vice-President

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

ST. PAUL—"Where the Great Northwest Begins"

The Minnesota Mutual now a \$107,000,000 company

Twenty-Five Years

Atlantic Life celebrated its Silver Anniversary
during May, 1925.

In its twenty-five years of existence the Com-
pany has always stood for the best things in the
insurance business. It has grown solidly and steadily
to attain its present position among America's lead-
ing companies.

If you are capable of developing a real gen-
eral agency and would be interested in making a
change we may have something to interest you, in

Georgia
Alabama
Texas

North Carolina
Michigan
West Virginia

Kentucky

Atlantic Life Insurance Company

Richmond, Virginia

Honestly It's the Best Policy

June 26, 1925

GER
BUSINESS

June 26, 1925
The question was asked "Can the bootlegger be eliminated?" He surely can. By what means? First, by making it impossible for him to receive commission. How? you ask. He knows our competitive desires. The bootlegger increasingly knows the bootlegging methods. Suppose that a part of the money needed to employ counsel to defeat legislation inimical to the interests of our policyholders and our stockholders—some of which was born of the evils outlined—were diverted for a time into channels that would advise the public to place their insurance coverage only with men giving their entire time to insurance service. Suppose this were to be followed by an actual certificate of authority which guaranteed service, and which any company could give if its officials exercised control over the commissions paid as they should.

Should Outlaw the Bootlegger

The question was asked "Can the bootlegger be eliminated?" He surely can. By what means? First, by making it impossible for him to receive commission. How? you ask. He knows our competitive desires. The bootlegger increasingly knows the bootlegging methods. Suppose that a part of the money needed to employ counsel to defeat legislation inimical to the interests of our policyholders and our stockholders—some of which was born of the evils outlined—were diverted for a time into channels that would advise the public to place their insurance coverage only with men giving their entire time to insurance service. Suppose this were to be followed by an actual certificate of authority which guaranteed service, and which any company could give if its officials exercised control over the commissions paid as they should.

Situation Fraught With Danger

The situation as it now stands is fraught with many dangers to the agency system. There is a growing tendency to go shopping in large lines of insurance and much of the commission in all lines is finding its way back to the insured in one form or another, legalized by a great freedom in licensing men whose major thought is in other lines. Greater cooperation between full time insurance agents and their home offices will help to bring about a greatly reduced number of agents.

Let your home offices know with no uncertain sound that you stand behind them in every attempt to elevate the business; that the quality of the man who turns in the business and the quality of the service he renders is paramount to the volume of premiums he secures. In every advertisement of your company, set before the public the quality story of the men whom you employ. Let the man who is really entitled to receive the commission carry with him your endorsement which the public will recognize when they understand.

Must Change Public Attitude
The public attitude toward the business of insurance must be changed. They must be informed that insurance service can be properly given only by the trained specialist. The need for such information is not limited to the buyer. The trained specialist needs to be sold even to the courts of our land—and such knowledge might serve to the advantage of our policyholders through that important channel. Justice Gray in a New York court of appeals said this in handing down a fire insurance decision: "What is there in the calling of an insurance agent or broker which demands any special training or knowledge, not readily to be acquired by any business man?" and then proceeded upon that basis to render a decision which prevents the insurance commissioner of that great state from refusing to grant a certificate to a person even though he has knowledge that the applicant is obtaining the certificate for the purpose of writing one risk.

When the bootlegger is eliminated or greatly reduced in number the present great turnover of agents who fail partly because of the bootlegging evil will be reduced, and savings will be made all along the line. The present excessive cost of selling all lines of insurance is due to a considerable degree to uncontrolled commissions which gets into the hands of the bootlegger.

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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C. M. CARTWRIGHT, Managing Editor
HOWARD J. BURRIDGE, Associate Editor
FRANK A. POST, Associate Editor
R. C. BUDLONG, Associate Editor
CHESTER C. NASH, Jr., Associate Editor

PUBLICATION OFFICE, Insurance Exchange, CHICAGO. Telephone Wabash 2704
CINCINNATI OFFICE, 420 E. Fourth St., Telephone Main 5781, RALPH E. RICHMAN, Manager
E. R. SMITH, Statistician, ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE, 80 Maiden Lane, New York; Telephone John 1032
GEORGE A. WATSON, Associate Editor
NORTHWESTERN OFFICE, 307 Iowa National Bank Bldg. Des Moines, Ia., Tel. Market 3957
J. M. DEMPSEY, Manager

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Will Depend on the Agents

THE new plan of writing life insurance in small amounts without medical examination may be one of those innovations that spread quickly to all companies. The disability clause aroused great opposition at the start but now it would be hard to find a company that does not offer at least a waiver of premiums for total and permanent disability before age 60. The non-medical plan got its trial quietly, without attracting attention, probably because it was originated by Canadian companies. The experience of the Canadian companies appears to have been uniformly favorable.

The non-medical plan is not such a radical step as it seems. Most of the questions that are commonly asked by the doctor are still required in the non-medical application blank. The medical examination is chiefly a sieve to catch the more obvious phases of impairment. As far as the honesty of agents is concerned, the ingenuity of some has, in the past, been engaged in getting their cases past the doctor.

The real danger to life insurance companies in selection is on large cases rather than on small ones. It is often declared that the experience of the companies has been unfavorable on large lines. A company may easily lose on a big case more than it would lose in five years on the non-medical class.

The value of a medical examination on a small case is not high. The doctor's work in such cases is often perfunctory. Examinations cannot be dispensed with entirely, merely because that would open the door to all sorts of frauds. The non-medical blank itself will reveal many impairments of which the applicant is unconscious, and he will go in for a larger policy as a rule, if he is really in fear of impairment that will shorten his life.

Watchfulness, of course, will always be necessary. It may be necessary to limit the non-medical plan to agents of proved character and to withdraw the privilege of writing on that plan from agents who show themselves careless. It is hardly to be expected that any agent will deliberately engage in working in bad risks. The fear of losing his privilege or even his contract will help him resist the temptation of an occasional case.

It is altogether likely that life insurance has reached the stage where companies can afford to eliminate agents that they cannot depend upon. A few years ago the ability to produce business was about all an agent required to get a commission. Now a large number of companies have worked over their agency forces until they have scarcely a man who cannot be trusted.

At any rate, the success or failure of non-medical selection will depend almost entirely on the agents. Each company will have to work out the problem for itself. Those with well seasoned agency forces will find they can extend the privilege almost universally. Others will have to withhold it under rules which they may devise until an agent has been at work long enough to deserve their confidence.

Caution will be particularly needed where the reason for the non-medical plan is most urgent, namely, in the country districts. It is in the rural sections that the scarcity of doctors is most felt, and it is in those sections that the agency "turnover" is heaviest. Fortunately it is in those sections also that it is possible to get most accurate information on a prospective agent's character, and the problem comes back to watchfulness, in the selection of agents as well as of risks. Care along that line will be essential.

Satisfied Policyholders

THE man who makes a sale that is satisfactory all around and can return to his customer with a good conscience knowing that he has told the truth, that he has served him intelligently, will create for himself a body of satisfied clients. Many

salesmen realize the value of establishing a body of select customers who will rely on them for all their insurance needs. Satisfied policyholders constitute a mighty asset. They are always the reliable agent's best aids.

Eliminate Heated Arguments

It does not pay an insurance salesman to get into heated arguments. A salesman who is worth while will defend his business, will stand up for it and will explain away any misconceptions that may be in

the mind of the public. However, arguments when they become personal and satirical draw blood. They leave a scar. They are not business creators but often the very opposite.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

A. C. (Tex) Bayless, agency manager for the Southland Life of Dallas at Houston, Tex., is a million-dollar producer and attributes a greater part of his success to newspaper advertising.

Life insurance men for years have clung tenaciously to the theory that everything else under the sun could be sold through means of newspaper advertising except life insurance. "Tex" Bayless has knocked that theory into a cocked hat. Mr. Bayless is not advising any life insurance man to advertise in his local papers. He is just going to keep at it himself.

When Mr. Bayless went to Houston a few years ago he knew nothing of life insurance and less of the people in Houston. But he was a newspaper man and realized the people read newspapers and would even read life insurance advertisements if they were written so as to catch the eye and interest the mind. He rented an office and with what little money he had left he bought space in the Houston papers to "tell the people of Houston he had arrived and was ready to insure their lives." He told them—kept on telling them until they knew him. He sold the goods and says the newspaper advertising pulled the trick.

Of course advertising did not do all the work. Mr. Bayless has a pleasing personality, is a good mixer and knows the insurance business. Those things and his continual advertising made him one of the nation's leading life insurance producers. Here's Mr. Bayless' record for the past three years: 1922, \$868,000; 1923, \$1,229,000; 1924, \$1,353,500; first six months of 1925, \$805,000.

J. N. Bromert, for several years Indiana manager of the Missouri State Life, died Saturday after a long illness. While he continued active in business until rather recently, for several years he has been handicapped by ill health. Prior to his connection with the Missouri State Life, he was for a long time Indiana state agent of the Preferred Accident, going to Indianapolis from Des Moines to take that position. He was especially active in the Kiwanis Club and held high offices in that organization for a number of years, which gave him a wide acquaintance throughout Indiana outside of insurance circles.

Directors of the **Royal Union Life** of Des Moines last week authorized a \$100,000 life insurance policy on the president of the company, A. C. Tucker. The policy was issued by the company, which pays the premium and which is named beneficiary in event of his death.

Al Thomas, well known Davenport, Ia., life insurance man, last week celebrated passing the \$6,000,000 mark in writing policies in 14 years that he has been in business. He has been associated with the Massachusetts Mutual Life all this time and the event was observed at a banquet at which Ed Kaufmann, president of the American Commercial & Savings Bank, was a speaker and Vernon R. McKay, Keokuk, toastmaster. A score of agents and business associates of Mr. Thomas were guests.

Edward D. Duffield, president of the Prudential, has been appointed a member of the commission of fifteen of the Presbyterian General Assembly to study the present spiritual condition of the church and the causes making for unrest.

A. L. Saltzstein, of Milwaukee, general agent in Wisconsin and northern Michigan for the New England Mutual Life, spoke on his recent trip to Palestine at a meeting of Milwaukeeans interested in the Holy Land, June 24. Mr. Saltzstein's lecture was delivered in Temple Emanu-El community house, under auspices of the Milwaukee Keren Hayesod. Mr. Saltzstein was chairman

of the 1923 campaign for the Milwaukee Karen Hayesod Palestine Foundation fund.

Dr. E. G. Simmons, vice-president and general manager of the Pan-American Life, will be holding down some positions for the next few weeks. One of his very able assistants will be on a visit to Panama, Colombia and other Central and South American points. D. Corey, superintendent of agents, leaves June 27 for Central America. He will visit Guatemala, Salvador and other Central American republics. Ted Simmons, assistant superintendent of agents, will sail from New York July 6 on a short vacation in France.

F. G. Pierce, president of the Philadelphia Association of Life Underwriters and manager of the Connecting General agency there, is planning a two weeks' vacation in the wilds of Wyoming. He and Mrs. Pierce are going to a big ranch 6,200 feet above sea level for a real outing, fishing, hiking and mountain climbing. Mr. Pierce is a devotee of the outdoor life, having spent several summers in Arizona and other western states.

Marcy Reed, a part time agent at Miliken, Mich., a town of about 200 population, was the winner of the airplane trip to Cincinnati, awarded by the Ohio National Life to the agent paying for the largest percent of his quota. Mr. Reed paid for 111 percent and his nearest competitor paid for 105 percent. The award was based on paid premiums only.

Dale R. Schilling, who has been with the "Insurance Field" in its Chicago office, will go to New York City on July 10 to be associated with E. M. Ackerman in the editorial representation of the "Insurance Field" in that city. **John J. Jasper**, who has been on the staff in the "Field" in its Louisville headquarters, will go to Chicago to take Mr. Schilling's place. Mr. Jasper is an old time newspaper man, having at one time been on the Chicago "Herald," later on the Louisville "Courier Journal" and in country newspaper work in West Virginia. He was with the Louisville "Herald" at the time he went with the "Field." Mr. Schilling is the son of an old insurance man, his father being general agent of the Union Central Life at Des Moines. He has been with the "Field" about a year. He acted also as associate editor of the "Insurance Post" of Chicago.

R. W. Stevens, Jr., who is working as a prospect finder in the northeastern Illinois agency of the Illinois Life, during his vacation, wrote in a single day recently \$10,000 of new insurance. These applications were closed by him personally, without the assistance of any member of the agency. He is a son of the great R. W., head of the company and is a genuine chip off the old block.

L. M. Grosser, a member of the Chicago agency of the Guardian Life under Manager George Hoffman, was married Thursday evening of this week to Miss Florence G. Kinderman. Mr. Grosser is one of the leading producers in the Chicago agency. He is a graduate of Carnegie Institute and a member of the Guardian Life Leaders Club. He will probably end the club year which expires July 31, with a production of \$250,000.

Fred W. Meyer, Jr., agent for the International Life of St. Louis, is a staunch advocate of the rule that service to client shall be paramount. His volume of business reflects his adherence to that rule. Recently he drove 33 miles into the Ozark Mountains to call on a prospect, only to find he was five miles away. Hither he went and wrote the

June 26, 1925

WITERS

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Then came the question of an immediate medical examination. The nearest doctor was nine miles away. As they went, fording a stream en route and found the doctor was not there. The next medic was only 18 miles distant, but fortunately he was at hand. The examination made, Mr. Peard got the premium, \$30.95 in cash. He only had to drive 85 miles to complete the case.

George D. Lang, for many years an assistant secretary of the Massachusetts Mutual Life, and at one time superintendent of agencies, died at his home in Springfield, Mass., after a long illness. He went with the company in March, 1923, and was connected with the office more than 50 years. During the presidency of John A. Hall, Mr. Lang was his private secretary.

Clarence N. Anderson, general agent for the New England Mutual Life at Des Moines, has been elected treasurer of the trust and endowment funds of Des Moines University. He has for many years been a trustee of the institution.

President T. W. Appleby of the Ohio National Life of Cincinnati, one of the most personally pulchritudinous presidents of the land, has joined the summer "No Hat Club" and now gives his Cincinnati friends an unusual treat by a display on the street of his splendid head of curly hair. It is whispered that he intends to follow the example of the late John R. Hegeman, former executive of the Metropolitan Life, and will allow his hair to luxuriate below his collar. If any one can do this now Mr. Appleby can.

Frank F. Peard, resident manager of the Canada Life at Los Angeles, died suddenly there Friday. He was in his office Wednesday but complained of not feeling well and went home in the afternoon. Thursday night Mr. Peard ex-

perienced a cerebral hemorrhage and passed away almost instantly.

Prior to going to California Mr. Peard was engaged in newspaper work in Baltimore. Locating in Los Angeles about 15 years ago, he became publisher of the "Herald," continuing in that capacity until the paper's news franchises were disposed of to other interests. He then devoted his time to real estate operations and first became interested in life underwriting a few years ago while promoting a real estate deal in Toronto, the home office city of the Canada Life. He joined that company as district manager at Los Angeles in December, 1922, under D. E. Mooney, manager of the company's San Francisco office. After a successful year he was given the title of branch manager and his office advanced to the position of a direct reporting branch office.

Mr. Peard quickly developed as a large personal producer of new insurance, his individual volume for 1924 exceeding \$1,000,000 of paid-for business. He was also successful in agency organization work. He won the title of honorary president of the Quarter Million Club of the Canada Life by his personal production last year. He was prominent in the work of the Los Angeles Life Underwriters' Association.

F. H. Manser of Oshkosh, Wis., home office special agent of the Wisconsin National Life, had a strenuous time of it, while in Wabeno, Wis. The forest fires in that region were in evidence. He had to race his automobile through the fire to reach his destination. Sunday afternoon he killed a bear which had been driven near the town by the forest fire and smoke. In addition to all this he secured \$12,000 of business.

G. M. Buck, superintendent of agents for Iowa for the Central Life of Des Moines, managed a special campaign in May, that being the birth month of Dr. T. C. Denny, secretary and agency manager of the company, in whose honor the campaign was staged. The Iowa

organization turned in \$1,009,770, which was the largest month's production in its history. It is seeking to repeat the performance of \$1,000,000 of business again in June.

Charles F. Williams, vice president of the Western & Southern, has just returned to Cincinnati from a six weeks' trip to Europe.

Henry J. Powell of Louisville, manager of the Equitable Life of New York for Kentucky, Ohio and West Virginia, will sail from New York July 8 for a

trip abroad, and will return to his office about Oct. 1. He will make England and Scotland and then motor through Belgium, France and Italy.

L. Brackett Bishop of Chicago, general agent of the Massachusetts Mutual Life, and Mrs. Bishop started Saturday on a trip around the world. They will be gone for a number of months. Mr. Bishop has been connected with the Massachusetts Mutual Life for 37 years and has been manager at Chicago for 28 years. He is the oldest general agent in the city in point of continuous service.

LIFE AGENCY CHANGES

SEE GOES TO UNION CENTRAL

Nashville Man Will Take Charge of the St. Louis General Agency—Is Now Teaching

Frank M. See of Nashville, Tenn., formerly of the firm Smith & See, managers for the Massachusetts Mutual Life in that city, resigned his position with that company and has contracted with the Union Central Life as manager of the St. Louis office; to be effective Oct. 1, at which time the resignation of the present manager, Charles E. Morrow, will be operative.

Mr. See is now assisting Griffin M. Lovelace as an instructor in the insurance schools in Buffalo and Rochester, and following that will teach in Oklahoma. He will take up his work with the Union Central at the completion of these insurance schools.

He wrote 328 applications in October, 1924.

Jacob G. Willson

Jacob G. Willson of Denver has been appointed manager of the West Coast Life for Colorado. He succeeds Reed

Pennington, who recently resigned. Mr. Willson has been deputy insurance commissioner of Colorado for the last three years. He was formerly assistant examiner in the department. He was active in fraternal work for the Modern Woodmen.

A. B. Croom

A. B. Croom has been appointed general agent of the Massachusetts Mutual at Winston-Salem, N. C. He succeeds W. L. O'Brien, who is giving all his time to personal production. Mr. Croom is a native of North Carolina. For some time he was in business for himself, but during the last 12 years he has been in life insurance. He has been an agent for the Mutual Life of New York.

Paul W. Green

Paul W. Green, a member of the southern California agency of the Aetna Life, has been appointed field assistant by Manager W. M. Hammond. He will be responsible for the organization and development of the territory outside of the city of Los Angeles and will cooperate actively with the company's representatives in the various towns in southern California. Mr. Green has been a

THE STATE LIFE INSURANCE COMPANY

INDIANAPOLIS

MORE THAN
TWENTY-ONE MILLION DOLLARS IN SECURITIES

Deposited with the State of Indiana for the
Sole Protection of Policyholders

PROGRESSIVE :: CONSERVATIVE

The Growth of Oak The Solidity of Granite

On Agency Matters Address, CHARLES F. COFFIN, Vice-President

LOUISIANA STATE LIFE

INSURANCE COMPANY

Home Office, Shreveport, La.

TEXAS

J. C. EVERETT, Manager

317 Wilson Building

Dallas, Texas

ARKANSAS

J. E. LEEPER, State Manager

P. O. Box 1077

Little Rock, Arkansas

We may have just what you are looking for. Why not get in touch with us?

Life Insurance Trusts

Is it a good thing for the proceeds of life insurance policies to be handled in Trust?

Life insurance companies and their agents are interested in the welfare of the Beneficiary, as well as the insured during his life. Where arrangements have been made for the insurance to be paid in a lump sum, it is manifestly a good thing for the Beneficiary to have the money cared for in Trust.

Almost every lawyer, banker and business man knows of cases where insurance money left for wife and children has been dissipated. Do you want yours to take this route?

One method is to have payments made by Annuities or Monthly Installments. Another satisfactory arrangement is to have the money go into Trust, administered through a reliable Trust Company or Bank Trust Department.

This subject is fully treated in the John Hancock book entitled "Estate Conservation and Life Insurance Trusts" which will be sent on request.

Over Sixty Years in
Business. Now Insur-
ing Over Two Billion
Dollars on 3,500,000
Lives.

John Hancock
LIFE INSURANCE COMPANY
OF BOSTON MASSACHUSETTS

member of the Los Angeles agency for a number of years, is a graduate of Carnegie Institute and has been markedly successful as a personal producer, both of life and of accident and health insurance.

D. Sam Cox

The International Life of St. Louis has been admitted to South Carolina and reports a nice volume from that state. D. Sam Cox of Columbia, S. C., an insurance man of many years experience, has been retained as state agent for the company. He will maintain headquarters at Columbia.

Benjamin H. Dobbin

Benjamin H. Dobbin, who has been associate manager of the Hartford branch of the Travelers, has been promoted to the home office life, accident and group agency department with the title of group supervisor. Mr. Dobbin went with the company as group special agent in 1919 serving in New York City. The next year he was transferred to Hartford and in 1921 was made assistant manager and in 1924 associate manager.

Ohio National Appointments

The Ohio National Life of Cincinnati has entered Florida and has appointed R. E. Browning of Jacksonville, Fla., state supervisor. E. B. Walker, Jr., has been appointed general agent at Tampa, Fla., and Williams & Nobbs are general agents at Jacksonville.

Houston & Tyler

Houston & Tyler of Houston, Tex., have been appointed general agents for the Kansas City Life and have organized a new life insurance department to handle this business. The agency has been in operation in Houston for the past 15 years, but has not heretofore had a life department. Egbert O. Hail, who has devoted many years to life insurance salesmanship, has joined the agency as manager of the life insurance department. The firm is composed of James P. Houston, George A. Tyler and Louis A. Stevenson.

L. E. Douglass

The Equitable Life of Iowa has announced the appointment of Lloyd E. Douglass as agency manager in Gary, Ind., succeeding Harry A. Crannell. Mr. Douglass was formerly agency supervisor at Newark, N. J. Mr. Crannell is retiring from active organization work on account of having a large personal clientele and will devote his entire efforts to personal production.

Julien Buckner

Julien Buckner has been appointed general agent of the Midland Mutual Life of Columbus in Chicago. He will have his office at 1014 City Hall Square building. Mr. Buckner has had a highly successful life insurance experience, having been assistant manager of the Alfred Holzman general agency of the Equitable Life in Chicago. The Midland Mutual is writing a fine business this year, being \$1,000,000 ahead on the first five months of the year, compared with 1924. The company recently appointed Frank E. Foster as general agent in Chicago, with offices at 1436 Lytton building. The two general agencies are independent.

Ray L. Short

Ray L. Short, who has made an enviable record during his first 11 months as a life underwriter at Cedar Rapids, has been placed in full charge of the branch office of the Iowa state agency of the Equitable of New York at Waterloo, Ia. During the first five months of this year, Mr. Short paid for \$108,860 of business with premiums of \$3,732.

L. G. Linman & Son

The Farmers National Life of Chicago has appointed L. G. Linman & Son general agents at Ionia, Mich. This

agency was formerly general agent of the Ohio National, but resigned six months or more ago. Both Mr. Linman and his son are very high life insurance men, and contributed several millions of dollars of business to the territory for the Ohio National.

W. H. Jones

The United States Reserve of Kansas City has appointed W. H. Jones, formerly state manager of Missouri, as manager in Kansas City, according to the announcement of Ted Anthony, president and agency manager. Jones has had 26 years' experience in the life insurance business and will prove a very valuable addition to the company.

George B. Sorrells

George B. Sorrells, until recently home office representative of the group department of the Aetna Life in Carolinas, with headquarters in Raleigh and Columbia, assumes his new duties July 1 as a partner in the firm of Sorrells & Sorrells, general agents at Columbia. Mr. Sorrells was born in Louisville, Ga., in 1896 and was graduated from Davidson College in 1923. After graduation from the group school in N. C., becoming the first group representative in that territory. During his years he has developed a business which will aggregate between \$10,000,000 and \$20,000,000 for the current year.

Besides being the first group representative to enter the Carolina territory he is the first group representative to be assigned to a managerial position in the life department.

Anderson & Cumming

The Aetna Life, through Vice-President K. A. Luther, has announced the appointment of A. D. Anderson and G. M. Cumming as general agents at Toronto, Can., under the firm name of Anderson & Cumming. The new management will take effect July 1. These new appointments were made necessary through the resignation of D. J. Johnson, until recently general agent at Toronto. Mr. Johnson severed his connection with the agency because of impaired health which forced him to remove to California.

Mr. Cumming has been cashier and assistant general agent at the Toronto office for a number of years. Mr. Anderson, assistant superintendent of agencies at the home office, has had wide experience with Canadian business, and was formerly Dominion manager for the company.

F. A. and Henry Griswold

Frederick A. Griswold, for more than 35 years connected with the Northwestern Mutual Life in Hartford, has resigned as general agent for Connecticut. Mr. Griswold will be succeeded by his son, Henry Griswold. He has been in ill health for some time, but is now fully recovered.

Mr. Griswold's first connection with the company was as sub-agent in Hartford. He was later made manager of the Hartford office, and then general agent for Connecticut.

Life Agency Notes

Ralph W. Thompson, general agent at Lansing, Mich., has recently opened a district headquarters for the Great West Life, with territory extending across the state from Port Huron to Benton Harbor. An agency force of seven men is being maintained at present.

F. A. Llewellyn, who was the star quarterback of the Dartmouth 1914 football team, and who received considerable acclaim when he wrote Jack Dempsey's life for a considerable amount following the Dempsey-Firgo fight, has become a member of the force of the Clark & Sanborn agency of the State Mutual Life in Boston.

A. V. Bayley, Jr., of the Northwestern Mutual Life at San Francisco has just returned from a four months absence during which he and Mrs. Bayley traveled extensively in Europe and Africa.

EASTERN STATES ACTIVITIES

RAISE OHIO REPORT HIGHLY

Companies Commend Department for Early Issue of Figures and New Form Adopted

COLUMBUS, O., June 24.—On the turn of Judge Harry L. Conn to the Ohio insurance department Feb. 1, 1925, the superintendent and his associates immediately took up the question of getting out at an early date the Ohio insurance figures for 1924. The statistical department and some of the examiners were called in from the road and at once engaged in analyzing the annual statements of companies. The figures, compiled as the analyses progressed, were completed sufficiently early for the printed reports to be forwarded to the companies prior to June 1. They were thus available several months earlier than formerly and an entirely new grouping of the figures was adopted.

Most of the companies have written to the department expressing their appreciation of the new plan. Some of the letters read in part: "Contains all the essential information and has the decided advantage over previous issues of being published in time to be of real service." "Is certainly a big improvement on the usual form of state insurance reports." "The way you have classified them in your report gives us the data we want exactly." "We have no further improvements to suggest."

"We desire to comment upon the condensed make-up of this report, which greatly simplifies looking up the record of any particular company." "Report is presented in such a condensed form in comparison with the volume of another state received at the same time, embracing some 1,400 pages, 90 percent of the matter being obtainable from other publications." "Changes have been made at no expense of detail or information that is needed and in a resulting conciseness that is very satisfactory." "Congratulations that you have edited the reports in such a concise form, as I am sure that the more voluminous volumes we receive from most of the departments are largely a waste of money and effort."

The Ohio department hereafter will follow this method, which, incidentally, will save the state more than \$3,000 annually in the printing bill.

Talks Insurance to Business Women

Socialism will never be necessary if life insurance continues to make gains, said Mrs. Grace Sullivan of the Mutual Life of New York at Saginaw, Mich., last week in an address before the Saginaw Business Women's Association on "The Greatest Family in the World." Mrs. Sullivan declared that life insurance is becoming a great force in bringing about a more democratic distribution of the world's wealth.

"Of all types of investments open to the public," she declared, "insurance is the most democratic, the most secure and contributes most to the progress of the nation through bringing about a greater participation in the material good things of life on the part of more people." This latter accomplishment, she maintained, is a true test of progress.

Monk After Unlicensed Fraternalists

Attorney General Benton of Massachusetts has filed an information in the superior court at the relation of Commissioner Monk against the American Lithuanian Roman Catholic Women's Alliance of Illinois and the Danish Brotherhood of Omaha, Neb., and their local representatives, to restrain them from further transacting business in Massachusetts. It is alleged that they are foreign fraternalists, transacting business in violation of the general insurance laws of Massachusetts.

CLEGG TOURS NEW ENGLAND

National Association President Urges Higher Standards, Cooperation and Organization

John W. Clegg, president of the National Association of Life Underwriters, is on a trip through New England, speaking before local associations on "The Life Underwriter of Tomorrow."

President Clegg's schedule included Manchester, N. H., June 19; Portland, Me., June 23, and Burlington, Vt., June 25. He is endeavoring to stress before the life insurance men the necessity of careful training before trying to sell life insurance. President Clegg in his talks also dwells on greater organization on the part of local life underwriters bodies not only in New England but in all sections of the United States.

"There is a great need for more personality among our life insurance salesmen," declared Mr. Clegg. "It is no secret that we need bigger men in our business. We simply must have men of broad-mindedness, character and force. Not that we do not have them now to a more or less degree but the life insurance business needs many more of them right now."

"I shall also urge that underwriters—as individuals—cooperate more with their home offices. I ask this of all members of our associations everywhere from the Atlantic to the Pacific coasts. Cooperation should be the slogan to achieve the best ends."

Connecticut Tax Change Approved

Among the bills signed last week by Governor Trumbull of Connecticut was the substitute for House Bill 260 concerning the taxation of stock insurance companies. The bill reduces the franchise tax from 5 to 2 mills, and the tax on the market value of the stock from 10 mills ultimately to 4 mills. The tax on the market value of the stock, which is now 10 mills, will be reduced to 8 mills in 1926, to 6 mills in 1927 and to 4 mills in 1928. It is believed that the bill will effect a substantial saving for the companies without in the long run appreciably reducing the total revenue from the tax.

Head of Jordan Motor Co. Lauds Life Insurance

PRESIDENT EDWARD S. JORDAN of the Jordan Motor Car Company believes in business life insurance. The Jordan Company carries \$1,000,000 of business insurance on the life of Mr. Jordan. Here is the way Mr. Jordan gives his endorsement to business life insurance:

"If I were in the life insurance business I could sell any intelligent business man or board of directors on business life insurance."

"The reasons are so simple and convincing."

"1. If a company earns 18 percent net, and money is worth 6 percent, management or brains is worth 12 percent—two times as much as money."

"2. Money is invested in buildings and machinery. That's 6 per cent. Why not insure the 12 percent—management?"

"3. Business insurance is a protection to stockholders."

"4. It sets up an asset which could be drawn upon for replacement of an individual."

"5. It builds a reserve aside from ordinary surplus."

"6. It strengthens the confidence of the public in the good judgment and ability of the management."

"7. It provides a fund for the continuation of dividends."

"8. It protects the company against the loss of its greatest asset—manpower."



This cartoon appeared recently in one of our publications, calling attention to the Continuous Monthly Records made by the Union Central in 1925 and predicting another record for May.

The prediction came true: May showed an increase of 37% over our production in May, 1924.

This is the sixth consecutive monthly record in 1925.

For this consistency in increase there are many reasons.

Our Manager in your territory will explain them to you.

The Union Central
Life Insurance Company

CINCINNATI, OHIO

Happiness & Prosperity

impels this

GENERAL AGENT

to say:

"Working **with** rather than **for** the Company is the reason I gave recently to a young agent for my being with the Company. There is a personal relationship between the Home Office and the Agency Force of the Company that ties its men up closely to the organization. Our agents are peculiarly situated in that they know and feel that the officials of the Company are personally interested in each and every man who carries the Company's rate book."

This is what we will do for you.

We have open territory in Pennsylvania, Indiana, Maryland, Illinois, West Virginia, Michigan and District of Columbia. Address in confidence.

THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

COLUMBUS, OHIO

"Its Performances Exceed Its Promises"

The Child's 20-Pay Life Optional Endowment Policy

of the

Great Republic Life Insurance Company

of California

Protects both the child and its parents and includes waiver of premium in event of death or permanent total disability of the father, who is the beneficiary. Agents are enthusiastic over its wonderful selling features. If you are interested, write for copy of "Making Dreams of Your Children's Future Come True," and our attractive proposition to agents.

J. R. RAILEY, Manager
Southwestern Department
401-3 Mercantile Bank Bldg.
Dallas, Texas

E. L. BLACK, State Manager
P. O. Box 148
Little Rock, Arkansas

W. H. SAVAGE, Vice-President
Los Angeles, California

MISSISSIPPI VALLEY

TOO MANY NEW COMPANIES

Nebraska Commissioner Seeks to Discourage Additional Entrants for Business in That State

LINCOLN, NEB., June 24.—Too many insurance companies are crowding into Nebraska and competing for business, for the good of any of them, Commissioner Dumont holds after surveying the situation and noting the never-ending stream of applicants for license. He points out that there are almost as many companies licensed in Nebraska as in New York, and there is no comparison between the respective population and property values of the two states.

The records show that 589 companies are licensed in Nebraska for 1925, divided as follows: Stock fire, 164; mutual fire, 25; mutual hail, 4; associations writing hail and plate glass, 4; farm mutual fire, 73; stock legal reserve life, 72; mutual legal reserve life, 35; assessment life, 4; assessment accident and health, 14; fraternal, 58; stock casualty, 97; mutual casualty, 10; reciprocals, 27; burial associations, 2.

"The fact remains," says Mr. Dumont, "that there is just so much business to be written and just so much income to be divided, and the more companies there are to divide it among, the less the proportionate share of each. We must, if the applicants comply with the law and satisfy the department in all respects, issue them a permit, but we are discouraging this sort of expansion as much as we can, purely in the interest of the business and the public."

"In most cases the first thing done is to raid the existing agencies for men to get business for the newcomer. This means disorganization and loss for the agency organization that a company has been painfully and at considerable expense building up. It also means added acquisition cost, whereas the effort is lessening expense. The only other source is from the ranks of the inexperienced or the incapable, who are always changing from one company to another."

Mr. Dumont says he is not opposed to competition and is not seeking to discourage it, but rather to call attention to the common sense business features of the situation. Nebraska spent less for insurance premiums in 1924 than in 1923, and while there is room for development along certain lines, the matter is one that needs study and investigation.

Salary Deduction in St. Louis

St. Louis employers have responded generously to the Missouri State Life's new plan for writing life insurance on the salary deduction plan. The first two weeks of June more than \$601,000 of insurance had been issued in its home city on that basis. In that period ten St. Louis industrial and mercantile companies had agreed to cooperate with the Missouri State in extending life insurance protection to 170 workers in their employ. It is anticipated that the amount of insurance placed on workers of those concerns will be more than doubled before the books are closed.

Omaha Managers Organize

At a meeting Monday the Life Agency Managers Association of Omaha perfected organization and adopted constitution and bylaws. Nineteen were present and became members. Others unable to be present but participating in a previous meeting assure an initial membership of at least 30.

The constitution states as the purpose of the organization: "The object of this association shall be the bringing together of its members for better acquaintance and friendship; for the exchange of ideas and methods of agency management, and for the promotion of the best interests of the business" and membership

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MR. AGENT!

Do you care for **QUALITY**, not **SIZE**? Age, Sound Experience, Low Cost, a Splendid Record for over 67 years?

Then why not take a General Agency for

THE ST. LOUIS MUTUAL LIFE

OUR AGENTS AND POLICY HOLDERS STICK! WRITE THE HOME OFFICE

DIRECTORY OF LIFE INSURANCE

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General Agents for Illinois
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WANT ADS

in The National Underwriter are read every week by thousands of interested insurance men—that's why they are result getters.
1 inch \$5.00

thus defined: "Membership shall be composed of managers, state agents or general agents of legal reserve life companies holding direct contracts with the same office." Meetings will be held the second Monday in each month with annual meeting and election of officers in June.

The officers elected for the ensuing year are: President, Forrest U. Croxson, Life of New York; vice-president, Franklin Mann, Northwestern National Life; secretary-treasurer, H. O. Wilhelm, Northwestern National Life; executive committee, H. E. Sorensen, Life, and Charles Eyre, general agent Provident Mutual Life, with the others.

Code Bill Finally Killed

Senate Bill 175-S, the insurance re-organization bill in the Wisconsin legislature that precipitated the controversy between Insurance Commissioner W. Stanley Smith and Attorney General

Herman L. Ekern, was killed by the senate last week by a vote of 13 to 14. A reconsideration move lost immediately afterwards and the measure cannot be revived at this session.

Kohn Talks at Davenport

Henry H. Kohn, Albany, N. Y., manager there of the Phoenix Mutual Life, attending the National Morris Plan Bank midwest conference, of which he is vice-president, at Davenport, Ia., addressed a group of 35 underwriters representing various companies at a luncheon given by L. M. B. Morrissey, general agent for the Phoenix Mutual in that city.

Chicago Travelers Club

Harry E. Mart, formerly field superintendent and now an agent in the Chicago branch office of the Travelers, has been elected president of the Chicago Travelers Club. T. Wessling was chosen vice-president; Arthur Spice, secretary, and F. R. Donnelly, treasurer.

has collected a large sum of money in Texas during the 18 years intervening since its withdrawal and it is not going to pay the taxes on premiums collected through the mails and without the aid of licensed Texas agents. The rate would be 3 per cent plus interest and penalties.

According to Commissioner Scott it will be but a short time before the questions are put up to the attorney general for answer. If the attorney general holds that the company can enter for the sole purpose of loaning without becoming liable for the back taxes it is sure to enter the Lone Star state for the single purpose only.

Renew Robertson Law Fight

Efforts will be renewed at the next session of the Texas legislature to repeal the Robertson law along the lines urged by Senator Wirtz of Seguin during the recent session of the lawmakers. Maj. Wayne Davis, San Antonio attorney, has announced that a group of business men will be assembled in Houston about the middle of July to confer about plans for pushing through this sort of a program at the next regular session of the legislature. Major Davis played a leading part in the fight for the passage of the repeal bill last session.

Big insurance companies outside of

Texas did not contribute one cent to the needs of the last campaign and they are not expected to aid next time, Major Davis said.

Oklahoma Twisting Case Postponed

The hearing of Roy Clements, representative of the National Life of Vermont, came up before the Oklahoma state insurance board last week. The decision was postponed until June 30. Mr. Clements is accused of attempting to twist business from one company to another.

Chicago National in Kentucky

The Chicago National Life, which recently was admitted to Kentucky, has appointed F. W. Smelser as general agent at Louisville, with headquarters at 1931 West Main street. Mr. Smelser's home is at Jeffersonville, Ind., across the river from Louisville. He has been doing considerable work for the Chicago National Life in southern Indiana.

Expect Rapid Growth

The board of directors of the recently organized Anchor Life of Tulsa, Okla., represent an immense amount of wealth. All of these directors are Tulsa men and

IN THE SOUTH AND SOUTHWEST

STRONG OKLAHOMA FACULTY

men of National Prominence to Assist Griffin M. Lovelace in Summer School There

OKLAHOMA CITY, OKLA., June 25.—The faculty, announced by the Oklahoma Association of Life Underwriters for its summer salesmanship school, composed of men selected from the best life salesmanship educators in the United States. It is headed by Griffin M. Lovelace of New York University, the first to originate and put into effect course of life training, which he did at Carnegie Institute of Technology. The school term is to extend from Aug. 1 to Sept. 28.

First on the list of assistants to Mr. Lovelace appears the name of Ralph G. Anglesman, who is to direct the classes in practical selling and hold conferences with students on individual cases. He is personally a successful producer in the million dollar class.

Frank M. See, general agent of the Massachusetts Mutual at Nashville, Tenn., is to have charge of interview work. He is graduate of Mississippi University, a lawyer by training, and a pleasing and effective speaker. He also is a million dollar producer.

Lessons on principles and policies will be conducted by Vincent B. Coffin, assistant general agent of his company at Albany, N. Y. He is a graduate of Wesleyan university and member of the first class taught by Mr. Lovelace.

Miss Bean is to be secretary of the school and several others are to help in grading and marking papers, and other detail work.

PROMISES N. Y. LIFE RULING

Texas Commissioner Says Status for Loans Only Under Robertson Law Will Be Determined

AUSTIN, TEX., June 25.—As yet the attorney general has not been asked for an opinion as to whether the New York Life can enter Texas for the sole purpose of loaning money without payment of the premium tax on its life business since its withdrawal in 1907 when the Robertson law was enacted, but Commissioner Scott says the matter is to be put up to the attorney general for opinion. This follows the visit of Eugene Locke of Dallas, attorney for the New York Life.

There appears to be some hesitation or an unknown reason in bringing the matter to a focus, supposedly due to the possibility of obtaining service by the state in a suit for the recovery of the taxes since 1907, but Judge Scott gives assurance that a way will be found to

have the attorney general determine the matter.

It is known that the New York Life

A SUCCESSFUL RECORD

20 YEARS OF STEADY PROGRESS!

INDIANAPOLIS LIFE INSURANCE COMPANY

	1905	INSURANCE IN FORCE	\$325,000.00 1,281,909.92 2,158,315.72 2,344,449.12 3,037,135.59 3,760,237.61 4,451,264.48 5,756,690.87 7,011,554.27 8,655,788.46 10,231,921.21 12,021,820.06 13,665,053.54 15,532,346.36 20,445,274.33 27,006,018.90 31,275,345.86 35,236,427.74 40,882,131.98 46,628,369.17 52,000,000.00	GROWING! STEADILY!
PURELY	1906			
MUTUAL	1907			
LOWEST	1908			
NET COST	1909			
	1910			
	1911			
	1912			
	1913			
	1914			
	1915			
	1916			
	1917			
OPERATING IN	1918			
INDIANA ILLINOIS	1919			
MICHIGAN TEXAS	1920			
OHIO MINNESOTA	1921			
IOWA FLORIDA	1922			
	1923			
FOR AGENCY	1924			
ADDRESS	1925			
Frank P. Manly				
PRESIDENT				
OR				
Joe C. Caperton				
AGENCY MANAGER				

To Date

INDIANAPOLIS LIFE INSURANCE CO.

INDIANAPOLIS

Life Insurance of Rich Men

Have you read the article in The Saturday Evening Post of June 20, on "Life Insurance of Rich Men"? Every life insurance man should read it. Whether he reads it or not it will make business for him.

The article shows in a striking way how life insurance protects estates. With the enormous circulation of The Saturday Evening Post, inquiries will come voluntarily to every agent.

Are you equipped to handle such inquiries? What do you know about inheritance taxes? You should have

Life Insurance and Inheritance Taxation

With complete Federal and State Inheritance Tax Tables, revised to October 1, 1924 in Five Chapters

1. Suggestions on selling life insurance to provide for inheritance taxes.
2. Explanation of principles, to enable agent to give real service.
3. Explanation and illustrations of the Federal Estate Tax.
4. Tables showing Inheritance Taxes in all states, with examples and illustrations.
5. Tables for finding the value of Annuities and Life Estates, also Reversion and Remainders, with examples to illustrate the use of the tables in solving problems.

Get a Copy at Once

While The Saturday Evening Post article is fresh. Supply one to each of your agents.

Prices: single copies, \$1.50 each; 6 copies, \$1.40 each; 12 copies, \$1.35 each; 25 copies, \$1.25 each.

This book is one of the valuable services of The National Underwriter to Life Insurance Agents.

PUBLISHED BY

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Incorporated 1851

BERKSHIRE LIFE INSURANCE COMPANY

PITTSFIELD, MASS.

FREDERIC H. RHODES, President

This Company has always pursued those policies in the conduct of its business that have given it a high reputation for stability and fair dealing. Has always rendered the highest grade of service to its policyholders. Has always extended reasonable assistance and encouragement to its representatives to develop and hold their business. Its policy contracts give to each individual insurer full protection, safeguarding, at the same time, the interest of all its policyholders.

JOHN BARKER, Vice-President

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You've heard it said that National Underwriter Want Ads are result getters—they are.



"Ordinary Life if You Die Optional 20-Pay Life or Endowment if You Live!"

That is exactly what our "Complete Protection Policy" provides. Here is a policy that you can sell—there is a definite tangible demand for it. Haven't you had many cases where because a man had to think of his family's immediate protection he chose ordinary life instead of 20-pay? Of course you have. Would a 20-pay policy paying if he died before the 20 years, the regular ordinary life benefit that his premium would have purchased, have interested him? Of course it would—just as it is interesting you this minute.

The National Savings Life is a growing company. We are operating in Kansas, Missouri, Arkansas and Illinois. We have an attractive line of policies, believe in and give sincere service and are backed by men of integrity, purpose and of proven worth. We want men—real men to represent us.

Let us show you that you can do it better with the National Savings Life. Address Louis A. Boli, Jr., Vice-President and Agency Director, Wichita, Kansas, for full particulars.



The NATIONAL SAVINGS LIFE INSURANCE COMPANY

National Savings Bldg. Douglas at Emporia WICHITA

Springfield Life Insurance Company

A MUTUAL LEGAL RESERVE LIFE INSURANCE COMPANY
HOME OFFICE: SPRINGFIELD, ILLINOIS

AGENTS WANTED

We offer to Agents who CAN—

- (1) Liberal first year commissions
- (2) Liberal renewals—thus insuring a permanent income
- (3) Actual—not promised—home office co-operation
- (4) Large actual prospect lists

Business in Force \$80,000,000

George Hawkins Supt. Agencies
Springfield, Ill.

A. L. Hereford, President
Springfield, Ill.



Over a million and a half paid to policyholders in this territory.

Eleven million people within two hundred and fifty miles of our Home Office—plenty of opportunity for a good man.

We still have a few good openings.

Direct General Agency Contract—liberal commissions—but we are "hard-boiled" on advances.

COLUMBIA LIFE INSURANCE COMPANY

Cincinnati, Ohio

S. M. CROSS, President

is estimated that their combined health would probably be somewhere near the \$1,000,000 mark.

The company was organized early this year with \$125,000 capital, which has recently been increased to \$250,000. So several hundred thousand dollars of insurance have been written in Tulsa and the officers are planning to open agencies in various sections of the state in the near future. The agency here is being enlarged as rapidly as possible, and the company expects to write \$1,000,000 in the next year. The recent increase in capital gives the com-

pany a total capital and surplus of more than \$500,000.

Publicity Work in Arkansas

The Home Accident, Home Life and Home Fire, all managed by A. B. Banks & Co. of Little Rock, are doing considerable in publicity work in promoting the interest in home companies in Arkansas. The Home Accident led the casualty companies in premiums last year, the Home Life was third among the 75 life companies operating in the state, and the Home Fire was fifth in premium income of the fire companies. The Home Life is preparing to enter Texas and Mississippi.

PACIFIC COAST AND MOUNTAIN FIELD

WESTERS NON-MEDICAL FIELD

West Coast Life to Write Business in U. S., with Four States Excepted, and in Hawaii

Commencing July 1 the West Coast Life will write non-medical business on life risks in the United States (except the states of Arizona, Colorado, Idaho and Washington) and Hawaii. The company will accept this class of business from its supervisors, agency organizers, district managers and agents who have one year or more of service with the company or have graduated in the company's educational course, provided they have been recommended by their state managers. Limits to be written without medical are \$2,500 on males and \$1,000 on females. No male applicant under 15 or over 45 years of age or female under 15 or over 40 years of age will be accepted on non-medical.

Instructions to agents state that the insurance should be on the life or endowment plan. Term insurance requires the regular application and medical examination. Joint life policies covering husband and wife are not issued on the non-medical plan.

Accidental death and dismemberment insurance and weekly accident and health benefits will be written with non-medical according to the regular rules of the company. Total and permanent disability benefits will also be extended, excluding married females and subject to the regular rules. Total and permanent disability monthly income must not exceed \$10 per \$1,000 nor weekly accident and health indemnity more than \$5 per \$1,000 of life insurance.

Pay Policies Before Getting Premium

E. M. West, manager of the agency at Los Angeles of the Liberty Life of Topeka, recently wrote the applications of E. E. Fuller, a Los Angeles mining man, for a life policy, a health and accident policy, and two automobile policies, all in the Liberty Life. A 60-day note was taken in settlement of the premiums, as the applicant was leaving for the mines and intended to pay the note upon his return. Just 30 days after he signed the applications, the insured was killed in an automobile accident, his car being struck by a train. The company paid the widow \$9,407, including a \$5,000 life policy, \$2,407 health and accident, and \$1,000 each on the two automobile policies. The claim payment was made before the note settlement was due and before the company had actually received the premium.

Third Generation With Company

Marking the entrance of the third generation of Samuels to be connected with the Oregon Life, Millard A. Samuel has joined the concern as a special representative. He is the son of C. S. Samuel, vice-president and general manager of the company. M. A. Samuel was just graduated from the University of California.

COMPANY MADE GOOD RECORD

Next Month Will Be the Ninetieth Anniversary of the Northern Life of Seattle

SEATTLE, WASH., June 18.—July 15 next will mark the 19th anniversary of the founding of the Northern Life of this city. D. B. Morgan, president of the Northern Life, organized it in 1906 to write a combination life, accident and health policy in one contract and with one premium. It has met with great success. Recently the company has been writing at the rate of \$2,000,000 a month, \$1,000,000 of which has been written on the monthly premium plan. The volume written on the monthly payment plan is increasing rapidly.

The company will have an agency convention in Seattle, July 21-23, when the \$100,000 Club will meet.

Placed Large Group Policy

The Northern Life is now operating in Washington, Oregon, California, Idaho, Nevada and Alaska. It has just recently been admitted to Utah and Colorado. The Northern Life is proud of the fact that it recently placed the largest group policy written in the Pacific northwest amounting \$400,000 for one of the leading fruit companies. Last year the Northern Life was fourth in volume in Washington, there being some 75 or more companies operating in the state. The Los Angeles agency is writing \$500,000 a month in its section. The Northern Life is writing women at the same rates as men, where the former are employed. They are eligible to carry the health and accident benefits as well as the life.

Anderson Made Fine Record

J. J. Anderson of Rexburg, Idaho, representing the Equitable Life, secured 52 applications for \$102,000 of business in 26 working days. Of these 18 were his personal cases, and the rest were written jointly with three other representatives, the work being done in five or six towns. Mr. Anderson is field assistant.

Oregon Commissioner Reappointed

Governor Pierce of Oregon has re-named Will Moore as state insurance commissioner which carries with it the duties of state fire marshal and state real estate commissioner. C. A. Barber, manager of the Fire Insurance Exchange at Portland, held the post prior to the election of Governor Pierce two years ago. Commissioner Moore has been quite active in the Insurance Commissioners Convention, particularly at the meeting on the coast last summer.

Some executives in need of salaried employees go on expensive prospecting tours; others let an ad of this size and appearance bring applications to them. One inch, one column wide, one time, \$5.00.

Empire Mutual

Life Insurance Company

of the United States

KANSAS CITY, MISSOURI

Life Insurance for a Greater Number



The scope of National Life service is evidenced by the number of applications received from the uninsured which average about 50% of the total. It is further evidenced by the fact that under 46% of the policies becoming claims the insured carried no other insurance.

A National Life Contract offers the opportunity for increased earnings through selling more insurance to more people. Top contracts available in choice territory.

National Life Association, - Des Moines, Iowa

FOUR YEARS YOUNG

Our Business in 1924

Income \$608,000.....Gain 13+ %
Assets over \$1,100,000.....Gain 25+ %
Capital and Surplus over \$358,000Gain 14+ %
Savings in Mortality \$73,000 or... 66 %

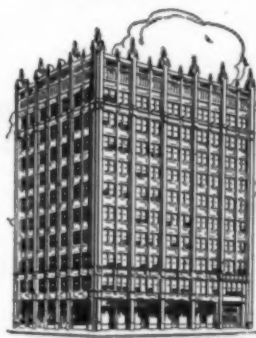
We have paid to our Policyholders or their beneficiaries since our organization started—\$202,476.15.

SALESMEN WANTED

Minnesota, Iowa, Nebraska, Missouri, Kansas, Arkansas and Oklahoma.

NATIONAL RESERVE LIFE INS. CO.

GEO. GODFREY MOORE, President
Topeka, Kansas



New Home Office Under Construction

THE MUTUAL LIFE

The Mutual Life Insurance Company of New York has a record of EIGHTY-TWO YEARS of prosperous and successful business. It has passed through panics, pestilence and wars unharmed, and to-day, as a result of eight decades of endeavor, offers financial strength, reputation, magnitude, leadership, and life insurance service.

Those considering life insurance as a profession are invited to apply to

The Mutual Life Insurance Company of New York

34 Nassau Street, New York

NATIONAL UNDERWRITER WANT ADS ARE RESULT GETTERS

IN THE ACCIDENT AND HEALTH FIELD

HELD THREE DAY CONFERENCE

Sales Meeting of Business Men's Assurance at Indianapolis Called Best in Company's History

INDIANAPOLIS, IND., June 24.—A successful three-day sales meeting was held here last week by the Business Men's Assurance of Kansas City. The sessions were presided over by E. J. Montague, director of field service, and J. C. Higdon, actuary and manager of the life department, from the home office, and F. W. Moller of Indianapolis, supervisor for Indiana. The program consisted chiefly of sales talks and round table discussions that were highly profitable to the 50 agents who were present.

The principal speakers at the banquet were Stuart A. Coulter, deputy insurance commissioner of Indiana, and Dr. R. B. Converse, local medical examiner for the company. Mr. Coulter spoke interestingly of the value and uses of legal reserve life insurance as a safe investment and commended the Business

Men's Assurance on its relations with the state department. This was declared to be the best agency meeting yet held. Mr. Moller was particularly pleased to have 12 new men join the agency force as a result of what they saw and heard at the various sessions. "We could afford to have a meeting of this sort every month if each time we could bring a dozen good men with us," Mr. Moller declared.

Mr. Moller took Indiana in May, 1923, and has made a fine record of growth. The business in Indiana has increased approximately 600 percent. For the first five months of 1925 his production record is 42 percent ahead of the same period last year. In the first five months of 1924 \$188,000 in life insurance was written in Indiana by his office while the amount for the first five months this year is \$609,000, an increase of 230 percent.

Conference Manual Revised

A revised edition of the classification manual published by the Health & Accident Underwriters Conference, which is used by many companies outside the Con-

ference, as well as by practically the entire Conference membership, has just been issued. This is the first revision since 1922. There has been many additions, including all classes connected with the radio industry, an entirely new development since the last revision, some omissions where classifications have been combined and many changes in classification.

National L. & A. Promotions

F. W. Correll, formerly of the Kansas City district of the National Life & Accident, has been promoted to superintendent in Chicago No. 3. R. M. Pleasants of Omaha and J. E. Beatty of San Diego have been promoted to superintendencies in their respective districts.

Change in Omaha Office

Morris E. Reid has been appointed general agent of the United States National Life & Casualty at Omaha, succeeding J. C. Blakley, who was forced to sever his connection with the company on account of ill health. He had been in charge of the Omaha office for six years and made a noteworthy record there.

Accident Case Decided

As to When Question of the Relation Between the Injury and Death of Insured Was for the Jury—Plaintiff's intestate died from anthrax a few days after accidental cutting himself while shaving. Defendant company insured deceased

"against death sustained by personal bodily injury, which is effected directly and independently of all other causes through external accidental means." The deceased was a brush inspector and defendant claimed that he contracted disease through his duties as such inspector. Held that since there was evidence tending to show by a continuing chain of events that the disease resulted from the cut received while shaving, was not error to submit the case to the jury. Federal Life vs. Gulick, Ct. Appeals, Ohio (8th Dist.). Decided June 24, 1926.

Central West New Policy

The Central West Casualty has announced a new policy known as maximum value accident policy, which will be sold only to persons in occupations classed as select or preferred, 18 to 59. It pays \$1,000 for loss of life, both hands, both feet, both eyes, one hand and one foot, one hand and one eye, one foot and one eye; \$500 for loss of one arm or one leg. The amounts are paid if such loss occurs within 90 days after date of accident or within 200 weeks after accident if injuries cause continuous total disability from date of such accident, in which event the monthly indemnity will be paid. The policy pays \$100 a month during total disability from insured's occupation up to one year. If the insured is disabled for any occupation, indemnity will be paid for life. The annual premium is \$10 for men and \$12 for women.

Shaping Up Conference Program

Good progress is being made in shaping up the program for the midsummer meeting of the Health & Accident Underwriters Conference to be held at West Baden, Ind., Sept. 1-3. Tentative arrangements have been made to secure a man of national reputation as an insurance authority, outside the conference ranks, as one of the headlines and the remainder of the program will measure up to the usual standards.

As is usual at the summer meeting, business sessions will be held only on the mornings, the afternoons being left free for recreation. With an excellent golf course and other recreation facilities available at West Baden without any additional charge, that factor is expected to result in an increased attendance. There is also usually more interest in the summer session, as that is the annual meeting of the Conference, when officers are elected.

No Date Set for Meeting

No definite date has been set for the meeting of the Southern Industrial Insurers Conference to be held at Signal Mountain Inn, Chattanooga, in October.

Accident Notes

The "Daily News" at Little Rock, Ark. is now putting out a travel accident policy issued by the Federal Life.

John A. Keelan, superintendent of agents for the Time of Milwaukee, has left on a business trip which will take him through Ohio, Indiana, Michigan and into Canada, returning in about 10 days.

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual Digest," published annually in May at \$3.50 and the "Little Gem" published annually in April at \$2.00.

ISSUES DIVIDEND SCHEDULE

Massachusetts Mutual Life Makes Announcement of Its Program for Ensuing Fiscal Year

The Massachusetts Mutual Life has issued its proposed dividend schedule for the year beginning July 1, 1926. The rates for all ages on various policy forms are given in the subjoined tables.

Age	Ord. Life	15 Pay	20 Pay	25 Pay	30 Pay	35 Pay
15.....	\$5.46	\$5.00	\$5.78	\$5.65	\$5.57	\$5.46
16.....	5.46	6.00	5.78	5.65	5.57	5.46
17.....	5.46	6.00	5.78	5.65	5.57	5.46
18.....	5.46	6.01	5.78	5.65	5.57	5.46
19.....	5.46	6.01	5.78	5.65	5.57	5.46
20.....	5.46	6.01	5.78	5.65	5.57	5.46
21.....	5.46	6.03	5.79	5.66	5.58	5.46
22.....	5.48	6.04	5.82	5.66	5.58	5.46

Our Agents Have

**A Wider Field—
An Increased Opportunity
Because We Have**

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i.e. Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va., Wyo.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.

Ord.	15	20	25	30	10
Life	Life	Life	Life	Life	Year
5.64	6.10	5.91	5.76	5.68	8.65
5.58	6.14	5.98	5.83	5.75	8.73
5.64	6.21	6.07	5.93	5.84	8.82
5.74	6.42	6.17	6.03	5.95	8.89
5.84	6.53	6.29	6.13	6.05	8.98
5.95	6.67	6.42	6.28	6.18	9.09
6.06	6.82	6.55	6.40	6.31	9.21
6.18	6.97	6.70	6.55	6.46	9.33
6.30	7.13	6.86	6.70	6.60	9.46
6.44	7.28	6.97	6.83	6.73	9.57
6.57	7.43	7.11	6.95	6.86	9.67
6.70	7.58	7.24	7.08	6.98	9.78
6.83	7.73	7.39	7.26	7.15	9.85
6.96	7.88	7.54	7.41	7.27	9.92
7.09	8.03	7.69	7.56	7.44	10.00
7.22	8.18	7.84	7.71	7.59	10.07
7.35	8.33	7.99	7.86	7.74	10.13
7.48	8.48	8.14	8.01	7.89	10.21
7.61	8.63	8.29	8.16	8.04	10.28
7.74	8.78	8.44	8.31	8.19	10.35
7.87	8.93	8.59	8.46	8.34	10.43
8.00	9.08	8.74	8.61	8.49	10.51
8.13	9.23	8.89	8.76	8.64	10.58
8.26	9.38	9.04	8.91	8.79	10.66
8.39	9.53	9.19	9.06	8.94	10.74
8.52	9.68	9.34	9.21	9.09	10.82
8.65	9.83	9.49	9.36	9.24	10.90
8.78	9.98	9.64	9.51	9.39	11.00
8.91	10.13	9.79	9.66	9.54	11.08
9.04	10.28	9.94	9.81	9.69	11.16
9.17	10.43	10.09	9.96	9.84	11.24
9.30	10.58	10.24	10.11	9.99	11.32
9.43	10.73	10.39	10.26	10.14	11.40
9.56	10.88	10.54	10.41	10.29	11.48
9.69	11.03	10.69	10.56	10.44	11.56
9.82	11.18	10.84	10.71	10.59	11.64
9.95	11.33	10.99	10.86	10.74	11.72
10.08	11.48	11.14	11.01	10.89	11.80
10.21	11.63	11.29	11.16	11.04	11.88
10.34	11.78	11.44	11.31	11.19	11.96
10.47	11.93	11.59	11.46	11.34	12.04
10.60	12.08	11.74	11.61	11.49	12.12
10.73	12.23	11.89	11.76	11.64	12.20
10.86	12.38	12.04	11.91	11.79	12.28
10.99	12.53	12.19	12.06	11.94	12.36
11.12	12.68	12.34	12.21	12.09	12.44
11.25	12.83	12.49	12.36	12.24	12.52
11.38	12.98	12.64	12.51	12.39	12.60
11.51	13.13	12.79	12.66	12.54	12.68
11.64	13.28	12.94	12.81	12.69	12.76
11.77	13.43	13.09	12.96	12.84	12.84
11.90	13.58	13.24	13.11	12.99	12.92
12.03	13.73	13.39	13.26	13.14	13.00
12.16	13.88	13.54	13.41	13.29	13.08
12.29	14.03	13.69	13.56	13.44	13.16
12.42	14.18	13.84	13.71	13.59	13.24
12.55	14.33	13.99	13.86	13.74	13.32
12.68	14.48	14.14	14.01	13.89	13.40
12.81	14.63	14.29	14.16	14.04	13.48
12.94	14.78	14.44	14.31	14.19	13.56
13.07	14.93	14.59	14.46	14.34	13.64
13.20	15.08	14.74	14.61	14.49	13.72
13.33	15.23	14.89	14.76	14.64	13.80
13.46	15.38	15.04	14.91	14.79	13.88
13.59	15.53	15.19	15.06	14.94	13.96
13.72	15.68	15.34	15.21	15.09	14.04
13.85	15.83	15.49	15.36	15.24	14.12
13.98	15.98	15.64	15.51	15.39	14.20
14.11	16.13	15.79	15.66	15.54	14.28
14.24	16.28	15.94	15.81	15.69	14.36
14.37	16.43	16.09	15.96	15.84	14.44
14.50	16.58	16.24	16.11	15.99	14.52
14.63	16.73	16.39	16.26	16.14	14.60
14.76	16.88	16.54	16.41	16.29	14.68
14.89	17.03	16.69	16.56	16.44	14.76
15.02	17.18	16.84	16.71	16.59	14.84
15.15	17.33	16.99	16.86	16.74	14.92
15.28	17.48	17.14	17.01	16.89	15.00
15.41	17.63	17.29	17.16	17.04	15.08
15.54	17.78	17.44	17.31	17.19	15.16
15.67	17.93	17.59	17.46	17.34	15.24
15.80	18.08	17.74	17.61	17.49	15.32
15.93	18.23	17.89	17.76	17.64	15.40
16.06	18.38	18.04	17.91	17.79	15.48
16.19	18.53	18.19	18.06	17.94	15.56
16.32	18.68	18.34	18.21	18.09	15.64
16.45	18.83	18.49	18.36	18.24	15.72
16.58	18.98	18.64	18.51	18.39	15.80
16.71	19.13	18.79	18.66	18.54	15.88
16.84	19.28	18.94	18.81	18.69	15.96
16.97	19.43	19.09	18.96	18.84	16.04
17.10	19.58	19.24	19.11	18.99	16.12
17.23	19.73	19.39	19.26	19.14	16.20
17.36	19.88	19.54	19.41	19.29	16.28
17.49	20.03	19.69	19.56	19.44	16.36
17.62	20.18	19.84	19.71	19.59	16.44
17.75	20.33	19.99	19.86	19.74	16.52
17.88	20.48	20.14	20.01	19.89	16.60
18.01	20.63	20.29	20.16	20.04	16.68
18.14	20.78	20.44	20.31	20.19	16.76
18.27	20.93	20.59	20.46	20.34	16.84
18.40	21.08	20.74	20.61	20.49	16.92
18.53	21.23	20.89	20.76	20.64	17.00
18.66	21.38	21.04	20.91	20.79	17.08
18.79	21.53	21.19	21.06	20.94	17.16
18.92	21.68	21.34	21.21	21.09	17.24
19.05	21.83	21.49	21.36	21.24	17.32
19.18	21.98	21.64	21.51	21.39	17.40
19.31	22.13	21.79	21.66	21.54	17.48
19.44	22.28	21.94	21.81	21.69	17.56
19.57	22.43	22.09	21.96	21.84	17.64
19.70	22.58	22.24	22.11	21.99	17.72
19.83	22.73	22.39	22.26	22.14	17.80
19.96	22.88	22.54	22.41	22.29	17.88
20.09	23.03	22.69	22.56	22.44	17.96
20.22	23.18	22.84	22.71	22.59	18.04
20.35	23.33	22.99	22.86	22.74	18.12
20.48	23.48	23.14	23.01	22.89	18.20
20.61	23.63	23.29	23.16	23.04	18.28
20.74	23.78	23.44	23.31	23.19	18.36
20.87	23.93	23.59	23.46	23.34	18.44
21.00	24.08	23.74	23.61	23.49	18.52
21.13	24.23	23.89	23.76	23.64	18.60
21.26	24.38	24.04	23.91	23.79	18.68
21.39	24.53	24.19	24.06	23.94	18.76
21.52	24.68	24.34	24.21	24.09	18.84
21.65	24.83	24.49	24.36	24.24	18.92
21.78	24.98	24.64	24.51	24.39	19.00
21.91	25.13	24.79	24.66	24.54	19.08
22.04	25.28	24.94	24.81	24.69	19.16
22.17	25.43	25.09	24.96	24.84	19.24
22.30	25.58	25.24	25.11	24.99	19.32
22.43	25.73	25.39	25.26	25.14	19.40
22.56	25.88	25.54	25.41	25.29	19.48
22.69	26.03	25.69	25.56	25.44	19.56
22.82	26.18	25.84	25.71	25.59	19.64
22.95	26.33	25.99	25.86	25.74	19.72
23.08	26.48	26.14	26.01	25.89	19.80
23.21	26.63	26.29	26.16	26.04	19.88
23.34	26.78	26.44	26.31	26.19	19.96
23.47	26.93	26.59	26.46	26.34	20.04
23.60	27.08	26.74	26.61	26.49	20.12
23.73	27.23	26.89	26.76	26.64	20.20
23.86	27.38	27.04	26.91	26.79	20.28
23.99	27.53	27.19	27.06	26.94	20.36
24.12	27.68	27.34	27.21	27.09	20.44
24.25	27.83	27.49	27.36	27.24	20.52
24.38	27.98	27.64	27.51	27.39	20.60
24.51	28.13	27.79	27.66	27.54	20.68
24.64	28.28	27.94	27.81	27.69	20.76
24.77	28.43	28.09	27.96	27.84	20.84
24.90	28.58	28.24	28.11	27.99	20.92
25.03	28.73	28.39	28.26	28.14	21.00
25.16	28.88	28.54	28.41	28.29	21.08
25.29	29.03	28.69	28.56	28.44	21.16
25.42	29.18	28.84	28.71	28.59	21.24
25.55	29.33	28.99	28.86	28.74	21.32
25.68	29.48	29.14	29.01	28.89	21.40
25.81	29.63	29.29	29.16	29.04	21.48
25.94	29.78	29.44	29.31	29.19	21.56
26.07	29.93	29.59	29.46	29.34	21.64
26.20	30.08	29.74	29.61	29.49	21.72
26.33	30.23	29.89	29.76	29.64	21.80
26.46	30.38	30.04	29.91	29.79	21.88
26.59	30.53	30.19	30.06	29.94	21.96
26.72	30.68	30.34	30.21	30.09	22.04
26.85	30.83	30.49	30.36	30.24	22.12
26.98	30.98	30.64	30.51	30.39	22.20
27.11	31.13	30.79	30.66	30.54	22.28
27.24	31.28	30.94	30.81	30.69	22.36
27.37	31.43	31.09	30.96	30.84	22.44
27.50	31.58	31.24	31.11	30.99	22.52
27.63	31.73	31.39	31.26	31.14	22.60
27.76	31.88	31.54	31.41	31.29	22.68
27.89	32.03	31.69	31.56	31.44	22.76
28.02	32.18	31.84	31.71	31.59	22.84
28.15	32.33	31.99	31.86	31.74	22.92
28.28	32.48	32.14	32.01	31.89	23.00
28.41	32.63	32.29	32.16	32.04	23.08
28.54	32.78	32.44	32.31	32.19	23.16
28.67	32.93	32.59	32.46	32.34	23.24
28.80	33.08	32.74	32.61	32.49	23.32
28.93	33.23	32.89	32.76	32.64	23.40
29.06	33.38	33.04	32.91	32.79	23.48
29.19	33.53	33.19	33.06	32.94	23.56
29.32	33.68	33.34	33.21	33.09	23.64
29.45	33.83	33.49	33.36	33.24	23

Cathedral Builders

Each is a cathedral builder—whether he be architect, master mason, or apprentice helper. And each is therefore entitled to respect.

In the institution of life insurance every man and woman, in Field or in Home Office, is a builder in the great temple of life. Each is therefore entitled to respect.

And in this organization the man or woman whose production is small is held in the same fraternity as the man or woman whose figures are in the million, provided only that conscience, loyalty, and industry animate the work.

We have room for men and women of high ideals, who believe that life insurance is one of the supreme forms of social service.

The Penn Mutual Life Insurance Company

Philadelphia, Pa.

Organized 1847

THE Company with the personal contract offers excellent openings to clear-thinking, red-blooded agents who like to cooperate with the home office and who will in turn be given every possible aid in their development.

Write or wire for further information

SAN JACINTO LIFE INS. CO.

Beaumont, Texas

H. M. HARGROVE, President

INDIANA OHIO ILLINOIS IOWA MICHIGAN

THE LA FAYETTE LIFE

LA FAYETTE, INDIANA

MUTUAL LEGAL RESERVE

AGENCY CONTRACTS CONTAIN BENEFICIARY PROVISIONS

KANSAS KENTUCKY MISSOURI NEBRASKA

The GLOBE MUTUAL LIFE INSURANCE COMPANY

OF CHICAGO, ILL.

PROGRESS OF THE GLOBE

Estimated Results for 1934 Over Last Five Years

GAIN IN INTEREST INCOME	382 PER CENT
GAIN IN ASSETS	319 PER CENT
GAIN IN INCOME	95 PER CENT
GAIN IN INSURANCE IN FORCE	85 PER CENT
AVERAGE GAIN OVER LAST FIVE YEARS	229 PER CENT

The above figures are the results of the highest grade of service to policyholders and representatives. The latest is

CLAIMS PAID BY TELEGRAPH

To which have been added

CLAIMS ADJUSTED BY RADIO

It is the last word in

SERVICE

T. F. BARRY, Pres., Gen. Mgr. and Founder.

A text book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance." \$1.50, including Quiz Book supplement. The National Underwriter, 1932 Insurance Exchange, Chicago.

mand for managers, which accounts for the fact that no agents are included in this school. The students in the school will be put through practical work in the home office and in district offices in Chicago. They will be required to perform the work of every position in a district office.

The course in the district offices will be given by A. Fleischer, in charge of Chicago No. 2, and J. L. Loarie, in charge of Chicago No. 1. While the work of these managers will be chiefly in the weekly payment department, they must show proficiency in handling all of the lines of the company, including industrial life, industrial accident, commercial accident and intermediate life, which is sold in units of \$250 to \$1,000 on annual premium basis. Dr. W. A. Granville, educational director, is in charge of the school.

Named District Manager

W. W. Slater, who has been in charge of the Kokomo, Ind., office of the Metropolitan Life for the past four years, has been appointed district manager by the company and will have Lafayette, Ind., as his headquarters. Mr. Slater has been connected with the Metropolitan for the past 14 years. He will have in his new district Lafayette, Logansport, Crawfordsville, Peru and Frankfort.

Prudential News

Superintendent Ernest von Kleeck of the Baltimore No. 1 district of the Prudential is setting a pace for his agents and assistant superintendents to follow in the writing of ordinary business that, should they emulate him, would land them high on the list of Prudential ordinary producers.

Walter R. Ames, an agent until recently in Brooklyn No. 12, is now operating in the same capacity in the Atlanta, Ga., district.

Harry D. Eisenberg, who was ap-

pointed agent in Amsterdam, N. Y., Jan. 18, 1907, and promoted to assistant superintendent at Albany, N. Y., Dec. 1912, being transferred in the same position to the Hudson, N. Y., detached assistance Jan. 22, 1916, has again been transferred this time to take charge of an assistance at Schenectady, N. Y.

Frank F. Clasen, Jr., who was appointed agent in the New York II district, Jan. 16, 1922, has been rewarded for his past good work by being advanced to the position of assistant superintendent in his own district.

Walter Marvin, who has been operating in the Albany district as agent since March 11, 1918, has received promotion as assistant superintendent, in charge of the detached office at Hudson, N. Y.

Anton Huebner, superintendent of the Staten Island, N. Y., district, recently completed thirty-five years of service.

Frederick L. Fair, superintendent of Philadelphia district No. 1 of the Prudential, honored two of his assistants and their agents with a dinner as the result of a proposal made when Agent J. Westhoff was given his 25-year service badge. Superintendent Fair then offered to give a dinner to the two assistants and their agents who showed the largest amount of new business issued and received per man the week of May 11. The winners were B. McClain and L. Ewing, and the agents in their assistances. The home office was represented by Assistant Secretary Henry D. Sutphen and William A. Mason, division manager. Mr. Sutphen also presented a 40-year badge to Thomas Mason, special inspector for the Prudential at Philadelphia.

Prudential Appointments

Elmo E. Griffin has been appointed superintendent for the Prudential in the Seattle Wash., district succeeding Robert J. Meister. Mr. Griffin joined the Seattle staff 11 years ago, becoming successively an assistant superintendent, inspector and now a superintendent. John M. Sneddon has been appointed an assistant superintendent in the San Francisco No. 1.

NEWS OF LOCAL ASSOCIATIONS

ANDERSON DOUBLY HONORED

Elected President of Northern California Association and Awarded Heron Trophy

SAN FRANCISCO, CAL., June 24.—Victor A. Anderson of the Equitable Life was the recipient of the Heron Trophy at the annual meeting and dinner of the Northern Association of California Life Underwriters. The trophy, donated last year by F. W. Heron, Pacific Coast supervisor of the Fidelity Mutual Life, is awarded each year to the person who during the year past has rendered the greatest service to the association and the institution of life insurance generally. Mr. Anderson had complete charge of the recent sales congress held by the association and it was largely due to his splendid work in this connection that the trophy was awarded.

Mr. Anderson was also elected president of the association, other selections being: First vice-president, Roy Henderson, New York Life; second vice-president, George R. Tryner, Pacific Mutual; treasurer, Alvah P. Conklin, Mutual Life; secretary, Percy E. Webster, Aetna Life; executive committee, Paul K. Judson, Penn Mutual; H. Lester Archer, Western States Life; O. W. Fletter, New England Mutual; E. W. McIntyre, Union Central; Noel Jacks, Travelers; Arthur J. Hill, State Life of Indiana; L. E. Schussler, Provident Mu-

tual; Jos. Meltzer, Metropolitan; Frank Ebertz, Prudential, and Fred Stripp, Fidelity Mutual.

The proposed amendment to the by-laws, whereby it would be possible for two representatives of the same company to hold office simultaneously, providing they lived in different cities, was defeated. It was therefore necessary that the name of R. H. Mouser be removed from the list of nominees for the executive committee, inasmuch as he and President-elect Anderson both represent the Equitable Life. The name of Fred Stripp, who has been active in association work, was then substituted.

Ray E. Brouillet, manager of the Star Motor Company, spoke on "Organized Sales Effort" and R. R. Bixby, assistant trust officer of the mercantile trust, on "Conservation of Estates." Forty-three new members were admitted.

* * *

FORM HARTFORD ASSOCIATION

Life Underwriters There to Have Own Organization, Aside from Present State Association

HARTFORD, CONN., June 24.—More than 70 life underwriters of Hartford gathered here Friday evening and organized the Hartford Life Underwriters Association. A constitution was adopted and by-laws drawn up and accepted and a board of directors elected.

Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

Standard Ordinary and Industrial Policies

J. C. MAGINNIS, President
J. BARRY MAHOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer
Dr. J. H. IGLEHART, Medical Director



Stow this "argument" in your memory. It has proven exceedingly useful to Franklin fieldmen—and may to you.

The WHY of it all!

Nine good men

Out of every ten are afraid to die. The tenth man doesn't want to die, but he isn't afraid. He feels that his sins, such as they are, will be forgiven because he has lived up to his responsibilities in life to the best of his ability. He has arranged for the payment of all his debts. His wife and children will get along comfortably. The mortgage on his home will be lifted. And his sons and daughters will be able to continue in school.

The other nine men

Are not only afraid to die, they are afraid to live. They are afraid old age might catch them as financially helpless as their families might be if they should die early. And there you have it! Die early—and maybe your family will be left helpless. Die late—and in your latter days you may be helpless yourself.

And that is

The *WHY* of life insurance. It permits you to be ready for whatever happens and takes a lot of worry out of life and death both. It costs—well, not very much, a few cents a day at most; and even those few cents come back to you.

If you try this "argument" and find it good, remember The Franklin when you run across a friend who is looking for a good connection. Your friend, by the way, must also be "good".

A. M. Griffin,

State of Missouri Representative

NATURALLY you are ambitious, you want to succeed—get ahead—but you are from Missouri and want to be shown.

A. M. Griffin has our proposition and is fairly itching to present it to you. He has been showing men from Missouri for a comparatively short time, and that it is well received is shown by the fact that he has built up a powerful and successful agency force for the Peoples Life in this territory.

Now He Wants Now

Agents and District Managers

If you are qualified, and would like to work with him and the Peoples Life "the company with a future for you," communicate with him at once, addressing the Home office.

The PEOPLES LIFE
INSURANCE COMPANY

Chicago, Illinois

*There is a future for you
in the "Show Me State"
with The Peoples Life*

1846

1925

A Significant Sign:

Business Is Good

WITH

**THE CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY****HARTFORD—Over 78 Years in Business—CONN.**

Officers will be chosen at another meeting to be held within a few days.

Local underwriters in the past have been dependent for their inspiration and fellowship upon the state association, meeting in one city after another, with time and expense involved in attending meetings. Hartford life men decided to have their own association with frequent regular meetings and the idea has met with very ready acceptance. The change is in line with the recommendations made by National President Clegg.

W. James Tuller, general agent of the National Life of Vermont, presided at the dinner. George H. Harris, supervisor of field service of the Sun Life of Canada, spoke on "Courage in Salesmanship" and Oliver Thurman, superintendent of agencies of the Mutual Benefit Life, talked on "Sales Methods."

The new constitution is modeled closely after that of the National Association. The directors elected are as follows: Max Hartstall, George L. Hunt and C. E. Stockder, for three years; W. James Tuller, E. Gilbert Shepard and James E. Benney for two years and Dwight G. Holbrook, Thomas W. Russell and Gordon V. Kuekner for one year.

Tulsa, Okla.—The Exchange Trust Company staged a meeting with the life un-

derwriters of Tulsa and a few guests, as an initial movement for development of further cooperation among men of the two professions. Nearly 100 guests attended, 75 percent of whom were life men. Among speakers were George E. Lackey of the Oklahoma City, general agent for the Massachusetts Mutual, and vice-president of the National Association of Life Underwriters; J. L. Standeven, Frank Reed Neosho, Mo., and Carroll C. Day, general agent for the Pacific Mutual at Oklahoma City, and president of the Oklahoma Association of Life Underwriters.

The general trend of the sentiment expressed was that real service can be rendered through the cooperative agencies of the life underwriting men, trust company service. Education, the point that men should understand what life insurance trust is, and that it can be made to accomplish should be sought. Fred Johnson of the Exchange Trust Company presided.

Indianapolis, Ind.—The annual meeting of the Indianapolis association will be held Friday evening. Following a banquet there will be an election of officers. The play, "The Heart of the Estate", which was well received at the national convention last fall in Los Angeles, will be given under the direction of professional talent and the program for the evening will close with dancing. This will be open night, and members are expected to bring their families and friends and those who are identified with the business but are not members of the association will also be welcome. A large attendance is expected as a compliment to President Paul W. Stinson, who has given the association a very successful year.

Oklahoma City, Okla.—With strong approbation expressed by every underwriter present for the service rendered during his two years administration, Carroll C. Day, retiring president of the Oklahoma association, presided at the final meeting of the season. Fred S. Goldstandt, general agent Equitable Life of New York was elected president; George Sumner, general agent Phoenix Mutual, vice-president; Josephine Lincoln, Englishman Goldstandt agency, reelected secretary; Hall Edwards, Federal Life, treasurer. The difference between the agent who writes an application one out of every two solicitations, and the one who writes one out of every ten people seen, was explained by B. Notzen of Denver, general agent New York Life. The former, he said, knows about his company, its company's goods and the fundamental facts of life insurance salesmanship, and the latter does not.

Sentiment as the foundation stone of the life insurance business was emphasized by A. V. Moringo of Greensboro, N. C., agency director of the Jefferson Standard Life. An underwriter must have the equipment to capitalize on sentiment and to give the service made possible by this, plus the exposure, in order to possess the first ingredients of success in this line of business he said.

Davenport, Ia.—At the annual meeting of the Davenport association George W. Harding, general agent of the Union Central Life, was elected president. Other officers elected were as follows: First vice-president, E. N. Coleman; second vice-president, Leon J. Zoeckler; secretary, Elmer Ross; treasurer, Harvey Becker; chairman of executive committee, S. W. Sanford; member of executive committee, George Powell.

Mr. Harding was also named as the representative of the Davenport association on the national executive committee of the National Association.

Reports of the various committees for the year showed the association to be in the most prosperous condition it has ever been.

Sioux City, Ia.—W. D. Morton was elected president of the Sioux City association at its annual meeting. Other officers were elected as follows: J. J. Crowley, vice-president; A. H. Stober, secretary; Scott Burpee, treasurer, and T. J. Hutton, national committeeman.

The following were appointed members of a committee to investigate the proposition of holding a school of instruction this fall: T. J. Hutton, Bert Truesdell and J. J. Crowley. The meeting Saturday was the last to be held until fall.

Philadelphia, Pa.—President F. G. Pierce of the Philadelphia association has appointed Charles F. Gannon chairman of a special committee of seven to revise the association constitution and

(CONTINUED ON PAGE 32)

Complete Coverage Contract

HAVEN'T you frequently found the place where the prospect, feeling the need for coverage, wanted it complete—for disability as well as death—for the uncertain as well as for the certain. The need here is for one single and simple, yet thoroughly complete, policy.

The Complete Coverage Contract, sold by agents operating under the American Central Plan, makes it possible to do this very thing. These men sell Life Insurance—not simply Death Insurance.

This is a part of the Plan. The pre-selection of prospects, the pre-approach, the canvass, control of the interview, close, the handling of notes, and a definite resale campaign are all parts of this Plan by which successful agents are professionalizing their insurance work and their insurance service.

Any agent who feels that he might be interested in more details concerning the plan may readily secure them by writing today to



Perhaps the most comprehensive field development program in existence today. One phase is described in this advertisement.

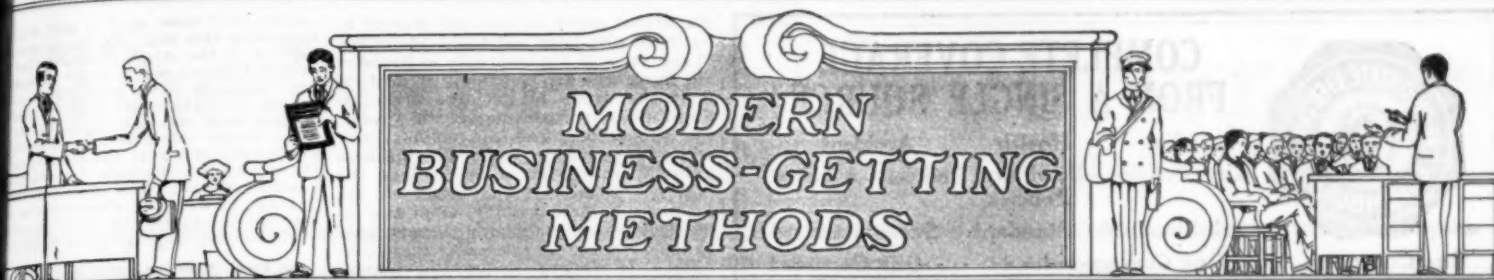
AMERICAN CENTRAL LIFE

**INSURANCE CO.
INDIANAPOLIS**

ESTABLISHED 1899

HERBERT M. WOOLLEN, President

NUMBER ELEVEN IN A SERIES OF INFORMATION ADVERTISEMENTS



BUSINESS INSURANCE PROTECTS ALL FORMS OF ORGANIZATIONS

CHARLES L. LEWIN of the Pacific Mutual at Los Angeles, one of the most prominent leaders in the field of life underwriting on the Pacific coast, broadcasted a brief address on business insurance from the studio of the Los Angeles "Times" recently. His remarks follow:

The subject assigned to me is very broad in its scope and I shall merely attempt to give a general idea of its purposes in the field of business. The topic will be divided into three sections—insurance for corporations, for co-partnerships, and for individuals.

Death of Executive Means Loss of Good Will

With respect to corporation insurance, I have learned that good-will is the patronage most enjoyed by any successful business. It is derived from various sources. It may be that a certain proportion of any business secured is due to the reputation of the organization itself, or to the influence of certain individuals connected with it. In the event of the death of any executive there will

be a loss in an amount equal to a direct ratio of the value of the individual to the business. Life insurance will indemnify such a condition.

"Capital, in a commercial sense, means all the property owned, not borrowed, and used in the business. It is said that the brains and ability of each executive member can be classified as capital and that in the event of the death of such executive the business should be paid in part for the loss that might be sustained through the inability of the deceased member to function in his respective department. Business insurance in this respect is the capitalization of the individual ability.

"In the event that a business organization desires to enlarge the scope of its present operations and in doing so finds that it is necessary to become a borrower in a large amount, it is only through the medium of life insurance that the contingent liability that is thus created may be protected at that particular time.

"It is reasonable to assume that only through the elimination of an individual or an executive officer of a well-operated

organization that the same may be impaired, and that the indebtedness that has been created during the productive period could not be met promptly, and it is with this thought that I urge life insurance to be carried as a stabilizing influence in the business.

Insurance Creates Confidence in the Minds of Bankers

"Corporation life insurance creates confidence in the minds of the bankers and it has been stated by mercantile agencies that it is practically beyond question that corporation insurance strengthens the credit of its users. The increased confidence that it establishes is recognized in the mercantile community and reflected in mercantile reports.

"My analysis of this important subject is that through the medium of a life insurance contract the brains and ability of each executive member of an organization can be protected and that in the event of death the business, in receiving a compensation for the loss that occurs will be strengthened and allowed to be placed in a position whereby a subordinate can be retained to fill the position without the business suffering any severe loss as a result of errors and inexperience. The use of particular forms of life insurance is secondary. The protection that is afforded through any form

of life insurance contract is the primary consideration.

Prevents Dissolution of the Co-Partnership

"A co-partnership is automatically dissolved at the time of death and unless an agreement has been entered into prior to the dissolution, the estate of the deceased member of the co-partnership must settle with the surviving partner and depend entirely upon him for an accounting of the business. It is very advisable in the majority of co-partnerships for each partner to carry an amount of business life insurance on his life, so that the estate of the deceased will receive in cash its interest in the business, the surviving partner being in sole control. It is also advisable to have an agreement drawn by and between the partners relative to this matter, the wives also being signatories to the same. This is necessary in order to make this transaction legal under the community property law of this state. The partnership that is successful will find that the greatest asset that either partner has is the life and the ability of his partner, and were he to lose his advice and counsel in their business the loss would probably act adversely in the future operations of the business.

"In the third section of this subject,

Exclusive Territory

Capable men desiring to build their own General Agencies in territory large enough to give them a real opportunity can obtain exclusive territory of their own choice with this progressive young Company. We accept all classes of life risks, age one day to 65 years.

INDIANA

Terra Haute Indianapolis

OHIO

Cincinnati Dayton

MISSOURI

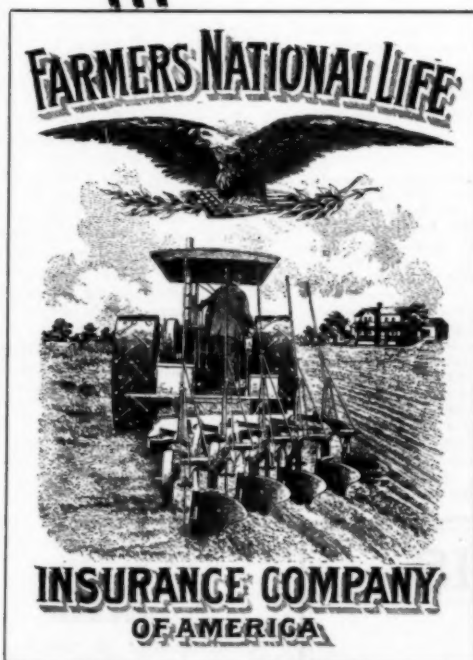
St. Joseph Springfield

are among the present openings for general agents. There are many others in Illinois, Iowa, Oklahoma and Michigan as well as the States named above.

Communicate with A. O. Hughes, Vice-President in charge of Agencies.

Farmers National Life Insurance Company
OF AMERICA

3401 South Michigan Ave., Chicago, Illinois





COMPLETE COVERAGE FROM A SINGLE SOURCE

Life Health Accident
Life Policies—Disability Policies—Accident Policies

Sub-Standard Standard Super-Standard

One Company
40 Popular Life Forms

One Correspondent
7 H & A and Auto Injury Forms

One Contract
Group Protection

WE WANT REPRESENTATIVES in Ohio, Indiana, Kentucky, Michigan, Pennsylvania, West Virginia, Texas, Oklahoma, California.

TELL IT ALL in your first letter—your confidence will be duly respected pending your decision to accept or reject.

THE OHIO STATE LIFE INSURANCE COMPANY
COLUMBUS, OHIO

A Record of Service

The year 1925 marks the seventy-fourth anniversary of the Massachusetts Mutual Life Insurance Company. Ever since 1851 this Company has furnished unexcelled life insurance protection at a low net cost and has maintained its record of unswerving loyalty to its policyholders. The years have brought wonderful growth and prosperity. To-day, as in the past, the whole personnel of the Company is imbued with the spirit of service, a spirit that permeates the entire activity of the organization.

JOSEPH C. BEHAN, Superintendent of Agencies

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

OF SPRINGFIELD, MASSACHUSETTS
INCORPORATED IN 1851

POLICY LOANS CAUSE LAPSES

Have You found a way to stop this waste?
Our plan IS saving millions for many Companies and is the result of twenty-two years of careful research and experience.

THE OTIS HANN COMPANY
10 So. La Salle St. Chicago, Illinois

CAN YOU QUALIFY

For a General Agency proposition in Missouri, Minnesota or South Dakota, with a Company which gives real service to its Agency force, and under direct Home Office connection.

Des Moines Life and Annuity Co.

"The Company of Co-operation"

DES MOINES - - - - IOWA

MUTUAL LIFE OF ILLINOIS

HOME OFFICE
SPRINGFIELD, ILLINOIS
An Old Line Legal Reserve Life Insurance Company
A Company of Service

Service to Policy Holders	Service to Agents	Service to the Public
Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State		
Live Up-to-Date Policies	Ordinary Life	Limited Payment and Endowments
A few good openings for good live producers in Illinois. Correspondence Invited.		
H. B. HILL, President	N. H. WALT, Vice-Pres. and Agency Director	JAS. FAIRLIE Vice-Pres. and Actuary DR. J. R. NEAL, Sec.

the largest group of men and women in business who have not taken advantage of the value of life insurance in business are those who are commonly termed individual owners of business organizations. I mean the druggist, the grocer, the shopkeeper, and the manufacturer who owns and manages his business himself. In the event of his loss, the business is then at the mercy of the creditors, if there are any, or of any individual who may bid for the purchase of the business. A sale under these conditions is always under the market value.

"There are many instances of flourishing business organizations commonly termed one man businesses becoming entirely disorganized upon the death of the owner which could have been disposed of advantageously during the life of the proprietor, but which were disposed of on a 50 cents on the dollar basis after his loss. The business life insurance contract would absorb any business loss that would be entailed by reason of the executive not being able to function in his own business. Fundamentally, the whole purpose of business life insurance is to protect the home, because unless the business is amply protected the home is bound to suffer."

LOCAL ASSOCIATIONS

(CONTINUED FROM PAGE 30)

change the by-laws so that the organization can be legally incorporated in the fall.

It is the purpose of the local underwriters to place the association here on the same basis as those in Cleveland and Pittsburgh. It is hoped to have a scale of dues on a par with those now at Cleveland, which is considered a model by other life underwriters bodies.

With the increase in dues and the newly organized incorporated body established next fall, Mr. Pierce declares that a paid executive secretary will be engaged to manage the affairs of the association. The special committee has been asked to make its report on the constitution late in September. The first meeting of the 1925-1926 season will be held the middle of October.

Louisville, Ky.—T. A. Murrell was unanimously elected president of the Louisville association last week.

Other officers elected without opposition are: First vice-president, B. A. Millon; second vice-president, Alfred Chenoweth, and secretary-treasurer, J. Welborn Brown.

Mansur B. Oakes of Indianapolis, president and editor of the Insurance Research & Review Service, spoke on "Automatic Success."

Cincinnati, O.—The Cincinnati association held its annual meeting and election of officers last week. This is the last meeting until fall. The officers elected were: President, Ralph Holterhoff, State Mutual; vice-president, L. B. Dierkes, New York Life; secretary, John B. Keena, Northwestern National; treasurer, Carl Dehoney, Equitable; executive committee, L. C. Witten, Massachusetts Mutual; Max Salzer, New York Life; delegate to the Ohio State Association, Harvey L. Shephard, Mutual Benefit.

William A. Searle, assistant to President Clegg of the National Association, spoke on the advantages of membership in the local organization. He said that increased assistance can be rendered by the association when there is a paid secretary-manager. The Cincinnati asso-

ciation will have such a paid secretary beginning this fall. Mr. Searle also commented on the standard corporation form of organization which many associations have adopted. This plan differs considerably from the usual method. One difference is in the method of electing officers. Under this plan nine directors are elected the first year and three each thereafter, the directors choosing the executive officials. This plan has the advantage of avoiding cliques which attempt to control the local association.

St. Paul, Minn.—George W. Wells, insurance commissioner, was the principal speaker at the last luncheon meeting of the Minnesota life underwriters here.

Give Most Thought to Getting New Business

THERE is a striking difference between fire agents and life agents regard to new business. A life agent must write new business to make a living, while the local agent looks to renewals for his principal income.

Ambitious agents should give most of their thought to new business. Life agents are not educated to find prospects, but they can educate themselves. Too many depend on small annual additions to their premiums, looking forward, with justice, to a substantial income in the course of time. The trouble is they do not realize how fast they can build, or how many prospects are right under their feet.

Much can be learned from life insurance. A life general agent tells of an agent who came to him discouraged because he had no more prospects on his list. The general agent said, "I don't want you to solicit anybody in the next ten days. I want you to go every moment of your time to making up a list of prospects. Simply go around and find men who have a wife and children, make a record of their names and addresses, with the number and ages of the children, and report to me." In less than the 10 days the agent began to be allowed to solicit, saying he had 200 of the best prospects he ever dreamed of. Incidentally, he went on and made a real success.

Any local agent can adopt the method for himself, and apply it to the kinds of insurance he sells. He can list all the merchants, all the manufacturers, all the building owners, all the leasehold tenants, all the automobile owners, and then make his canvass on the different kinds of insurance.

This is different from what is known as the "cold canvass." Few men can make a success of going to doors and trying to sell every kind of insurance like a peddler with a large kit. Merely classifying the prospects is a start. No man can handle a list of names without thinking about them. Different ideas applicable to different men will occur to him. The whole argument about the line of insurance he is going to work up will shape itself more fully in his mind than if he worked at random.

While he is gathering his information the local agent should do more than list names and properties. He can either ask about values or make a pretty good estimate himself. He can usually learn about the amount of insurance carried and in nearly all cases it will be found that there is ground for additional policies.

A method like this will cure an agent of the idea that he has about all the risks he can get.

Life Notes

E. H. Mueller of Madison, Wis., has just closed a \$1,000,000 group life policy in the French Battery Company of that city, placing the business with the Aetna Life.

Thomas A. Keith, who has charge of the accident and health department of the home office of the Aetna Life, arrived in Los Angeles Monday and is spending the week with the southern California agency in this city, conducting a class in accident and health salesmanship for the benefit of the field organization.